spring|summer 2007

cloudveil®
Inspired Mountain Apparel

Days Are Getting Longer

Cloudveil has been many things to many people over our illustrious nine years in business. When you say Cloudveil to one person, they may think back to our beginnings as the pioneer of stretch woven fabrications for backcountry purists. Others may think of our commitment to design aesthetics and multi-functional use. While there is yet another group that conjures images of the Tetons and our quaint village of Jackson Hole.

While we certainly are all of those things, not one defines us over any other. We are skiers, mountaineers, climbers, bikers, runners, and yes, we've also been known to throw back a couple at the local pub with friends after a day of sweet single track or 5.11 boulder moves.

We come from Minnesota, Grand Junction, Cody, Seattle, New York, and all places in between. But, what unites us is our passion for the outdoors, and the pace that our mountain town offers. We don't have big malls or fancy stores to go [illegible] at, but we do have local merchants who know [illegible] name and know what we bought last time. We don't have 25,000 seat concert venues where we can go see any show we want, but we do have a great little outdoor setting at the base of Snow King, and sometimes it has less to do with the music and more to do with the surroundings.

FPO

One of our taglines has been Innovation from Experience, and although it may not appear in catalogs or advertising anymore, it is what drives us culturally. Although changes may come in our hopefully long path of success, we will always be guided by our founding principles.

You are our friends, customers, and supporters from the beginning. Our commitment to provide you with the best products and service is an ongoing precedent that we have set for ourselves. We look forward to your continual feedback to help keep our feet firmly on the ground.

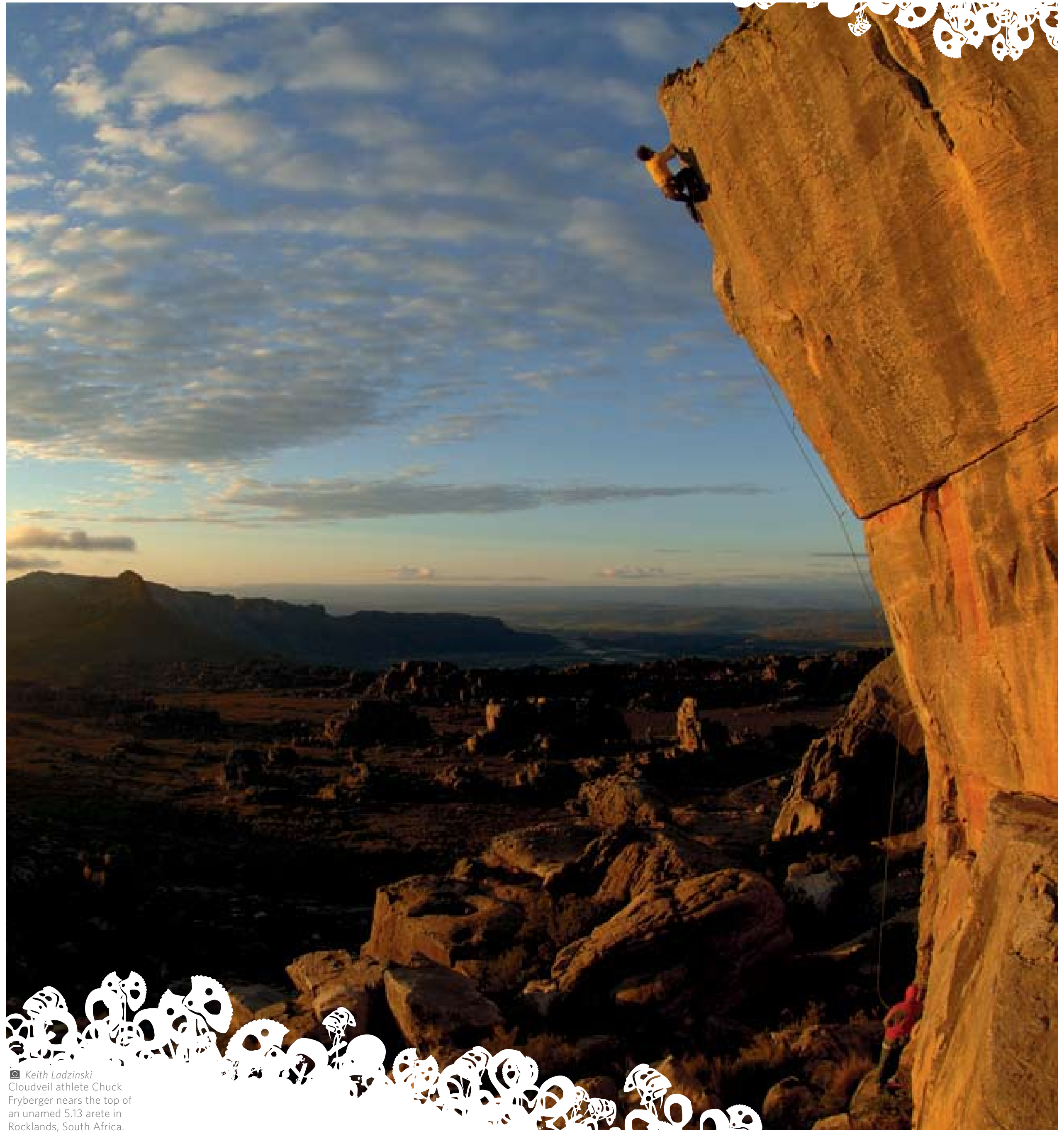
Get it!

To place an order, request a catalog, or for further information on our products:

1. CALL CLOUDVEIL CUSTOMER SERVICE
Toll free: 877.255.8345 Monday through Friday, 8 am–6 pm Mountain Standard Time.

2. SHOP CLOUDVEIL ON THE WEB
www.cloudveil.com

3. SEE CLOUDVEIL GOODS IN PERSON
Visit one of our fine outdoor specialty retailers to shop for Cloudveil goods live and in person. A complete dealer listing is located in the insert of this catalog.



Keith Ladzinski
Cloudveil athlete Chuck Fryberger nears the top of an unamed 5.13 arete in Rocklands, South Africa.

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TOWNWEAR
ACTIVE

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HARDSHELL
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Warranty

We build Cloudveil clothing to last. All Cloudveil products are fully warranted to the original owner against manufacturers' defects in materials and workmanship. If a product ever fails due to a manufacturing defect, we will repair it without charge, or replace it, at our option. Repairs due to accident, improper care, or negligence, where we are not at fault, will be performed at a reasonable charge. Cloudveil wants you to be completely satisfied with your apparel purchase.

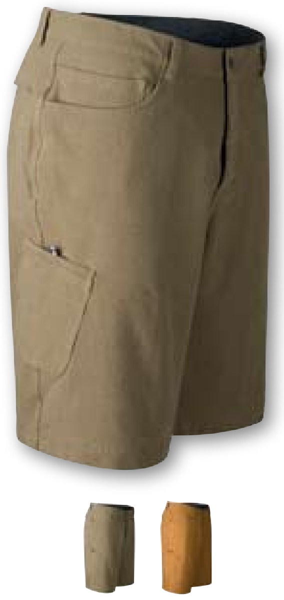
Jeff Diener
Pat Gilroy with a stunning balance beam exercise, Idaho style.

Mountain Lifestyle

Summer is a spectacular time in our towns. Bright skies, a clear outlook and long daylight hours give this time of year a decidedly different feel. No longer hibernating inside cabins or condos, we once again congregate at backyard barbeques, open-air events and mountain-town weddings. Beer gardens, back decks and tailgates are the gathering places and flip-flops the footwear of choice. The pace slows to a relaxed speed and each day is taken in stride, since the warm atmosphere reinforces the idyllic nature of our location.

Our Mountain Lifestyle collection is made to match this seasonal attitude. Our Cool styles blend sun protection, fabric softness and quick-dry performance to meet the demanding hot-weather requirements of both river and road. For long summer days exhibit mountain style with classic summer shirts–such as the Gripped, More Gripped, and Class Act–and constructively tough 8 Penny and Dyno pieces, which are made to range from work to play with identifiable Cloudveil character.

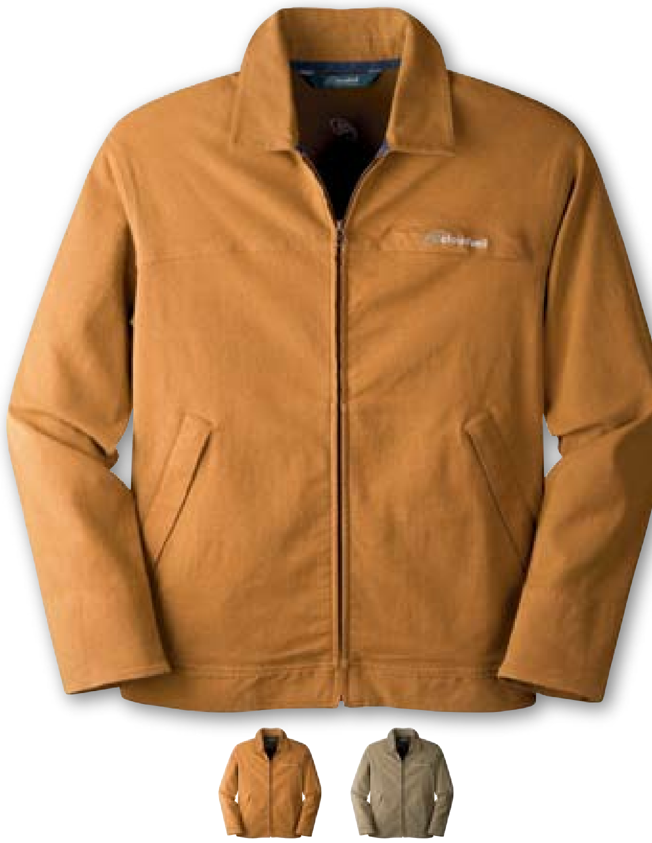
Jeff Diener
Pat Gilroy shaping the rafter joints for a timber frame addition to his yurt. Teton Valley, Idaho.



8 Penny SHORT $65.00

This tough short is made to survive everything from off-days spent in the yard to off-seasons spent painting houses. The do-it-yourself strength is drawn from tough cotton tweed fabric, which withstands abrasive wear, stays presentable and actively stretches to prevent rips and tears. With a 12-inch inseam, belt loops and deep, jean-style front pockets, the short fits in naturally at barbeques, concerts and softball games, yet still keeps it all in check with a chalk bag loop and single cargo when getting in a few routes before dusk.

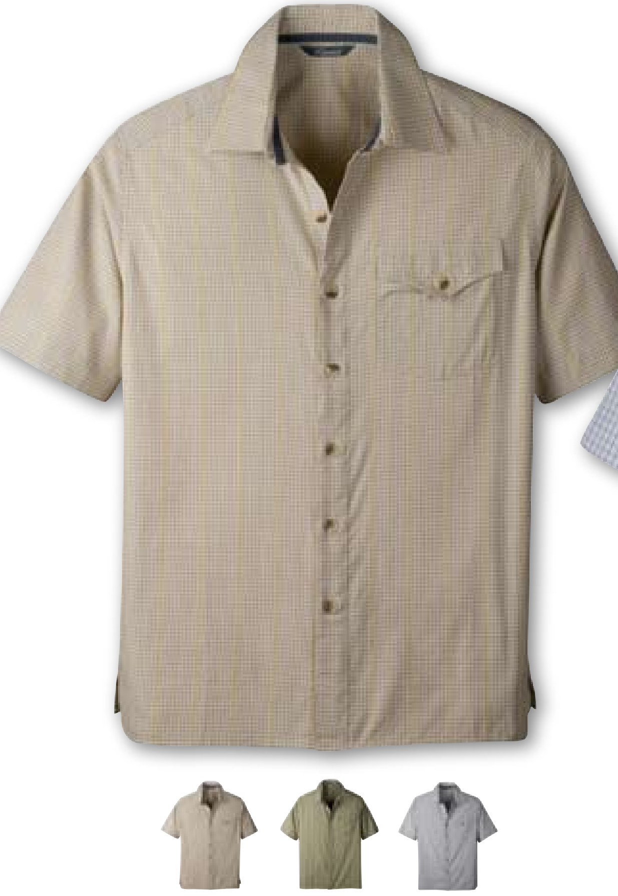
Style: 0012 Weight: 16 oz Size: 30-40 (even)
Colors: Tarmac, Cathay Spice



8 Penny JACKET $95.00

For ticking off chores or taking it slow, this relaxed and rugged jacket has become our favored in-town style. Cotton tweed – which derives significant stretch from spandex – stands tough when working with wood, dirt or grease, yet still cleans up quickly when rushing to meet up with a rowdy posse at the pub or a fine lady at the bar. The triple-stitch design blends small-town character with constructive features such as snap cuffs, an adjustable hem and flapped, reversed-zip pockets to find the right balance between work and play.

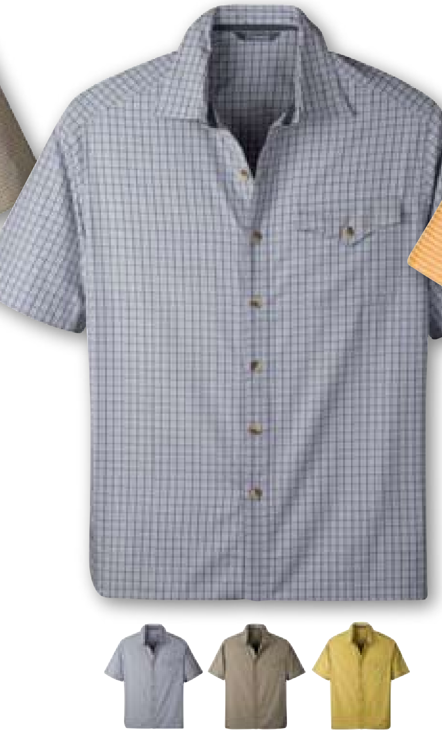
Style: 0011 Weight: 26 oz Size: S-XL
Colors: Cathay Spice, Tarmac



Gripped S.S. SHIRT $65.00

Occasions such as open-air festivals, invite-only events or serious sessions of backyard grilling deserve the subtle individual style of the Gripped Shirt. A unique two-axis pattern and split side hem present a relaxed first impression in any situation, while pure cotton fabric and interior felled seams – free of any exposed thread – indicate A-grade make. Cloudveil-branded buttons, a western-flap chest pocket and subtle logo hits inside the collar add fresh mountain flavor to otherwise buttoned-up summer wardrobes.

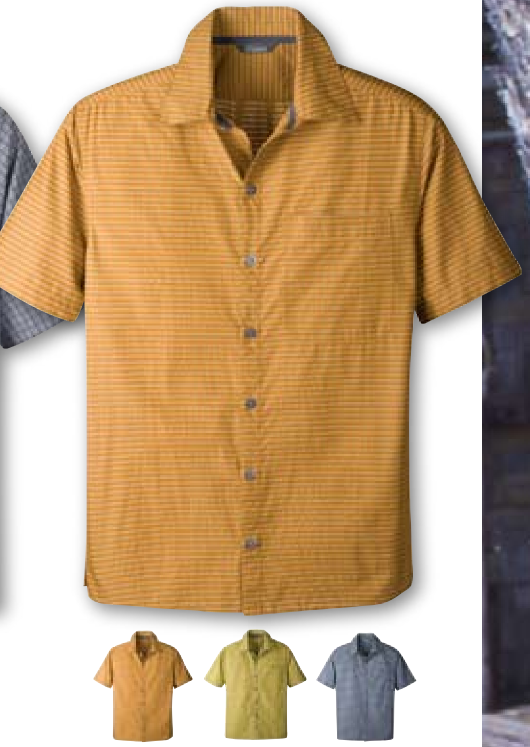
Style: 0026 Weight: 4.9 oz Size: S-XXL
Colors: Cypress, Spray Green, China Blue



More Gripped S.S. SHIRT $65.00

An atypical grid-stitch pattern gives this casual shirt off-camber style that tweaks prevailing mountain guy stereotypes. Constructed from pre-shrunk and pre-washed cotton jacquard material, the shirt's stylish overall impression is completed by a three-part Cloudveil combo of branded buttons, a split side hem and a relaxed fit. Interior felled seams prevent material wear, classic colors diversify existing personal palettes and a flapped front chest pocket keeps important items, such as keys, concert tickets or big bills, safely tucked away.

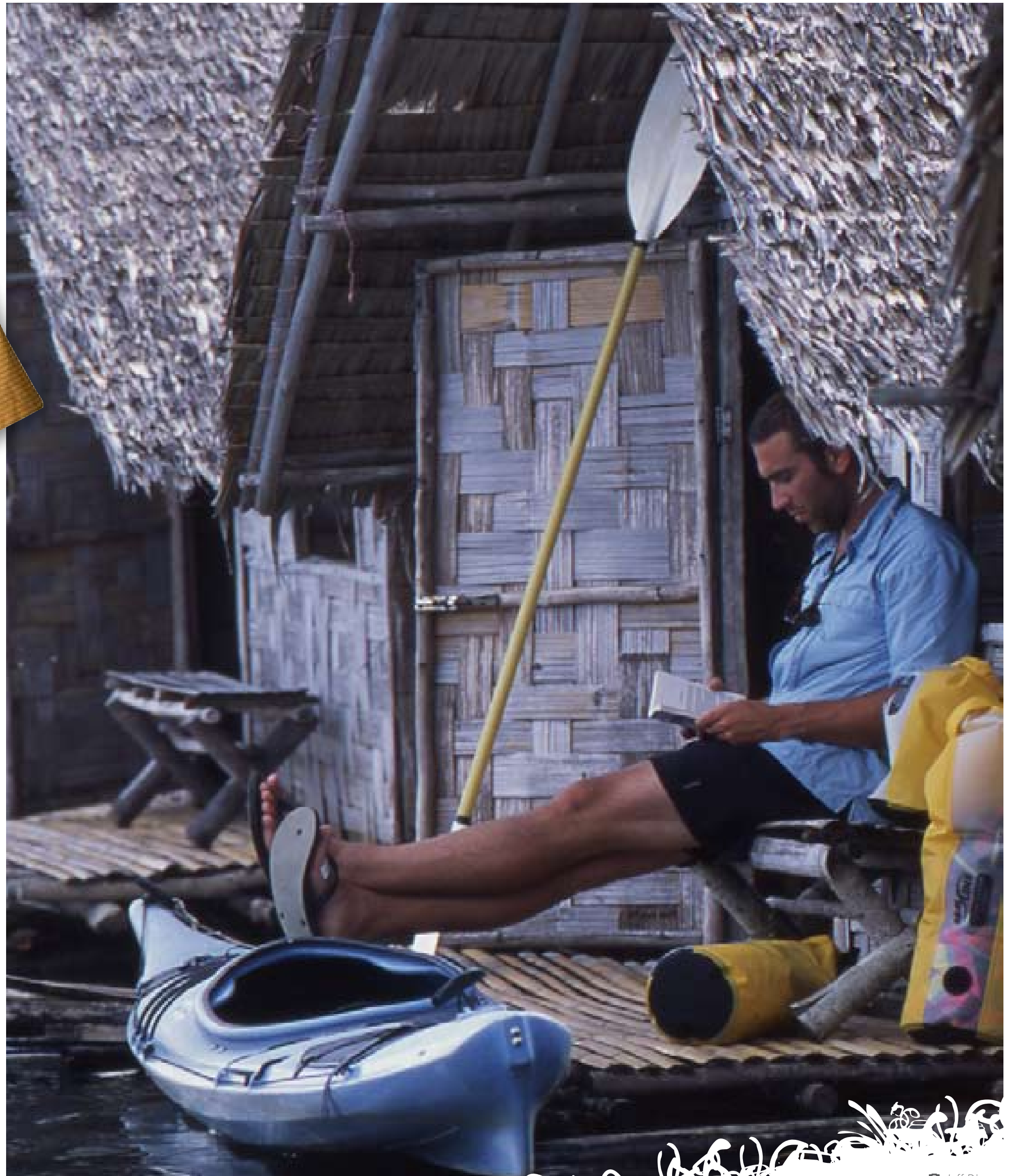
Style: 0098 Weight: 5.5 oz Size: S-XXL
Colors: Vapor, Vetiver, Willow



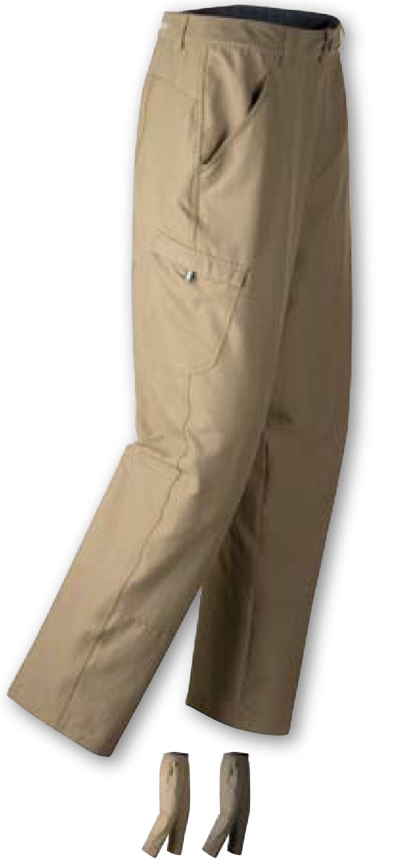
Class Act S.S. SHIRT $65.00

We pick the Class Act Shirt when cleaning up for dinner requires more than just washing away the grime. Cotton crosscheck fabric feels soft on skin and presents a visibly different pattern, while a trio of branded buttons, a drop pocket and split hem shows relaxed style even in unpredictable town gatherings. The pre-shrunk and pre-washed shirt keeps maintenance minimal even when a couch or truck canopy is serving as the temporary closet, making it a likely match when trolling for excitement on a long weekend out of town.

Style: 0027 Weight: 5.3 oz Size: S-XXL
Colors: Cathay Spice, Willow, Blue Nights



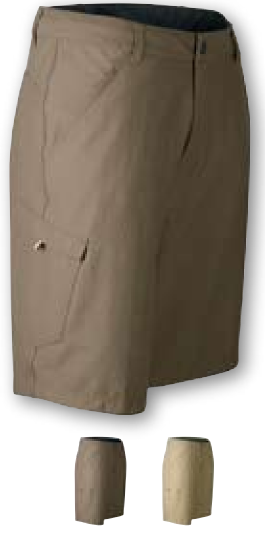
Jeff Diener
Relaxing at the floating bungalows.
Khao Sok National Park, Thailand.



Dyno PANT $75.00

We joke that a Jackson wedding is the perfect occasion for this respectable pant, but the truth is the clean design and strong fabric enable us to take it bouldering one day and to a social engagement the next. Nylon/spandex fabric refuses to wrinkle on road trips and proves resilient during outdoor use, while also stretching when hiking or climbing due to interwoven spandex. Belt loops and a relaxed fit maintain a polished but casual look, while patch-on pockets stash a wad of play money or a few promising phone numbers with style.

Style: 0013 Weight: 13.3 oz Size: 30-40 (even)
Colors: Tarmac, Covert Green



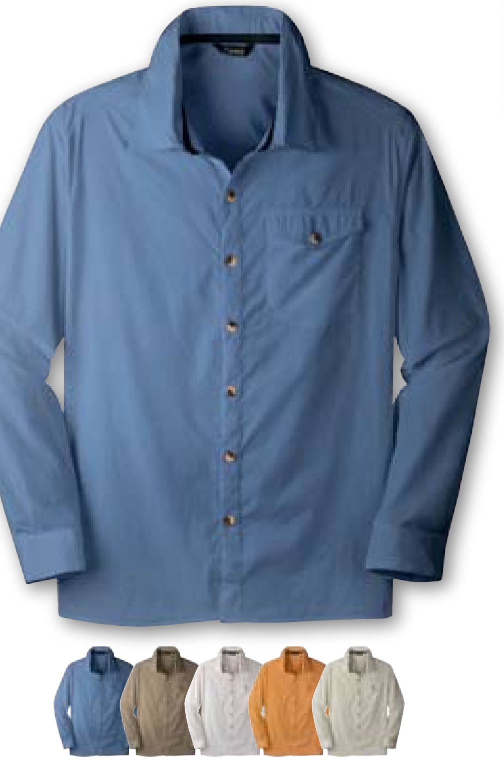
Dyno SHORT $65.00

The 10-inch inseam and easy-care fabric of the Dyno Short matches it to our typically active solstice-to-equinox program. During high-season pursuits, from taking a quick spin at lunch to hitting the crag after work, the nylon/spandex fabric shows impressive tensile strength due to ingrained textile stretch. Belt loops, a chalk bag hanger and slash hand pockets add utility, while the cargo configuration – which includes one open-top thigh pocket and one flapped thigh pocket – stows important items carefully for the full-day duration.

Style: 0014 Weight: 9.3 oz Size: 30-40 (even)
Colors: Covert Green, Tarmac

Cool

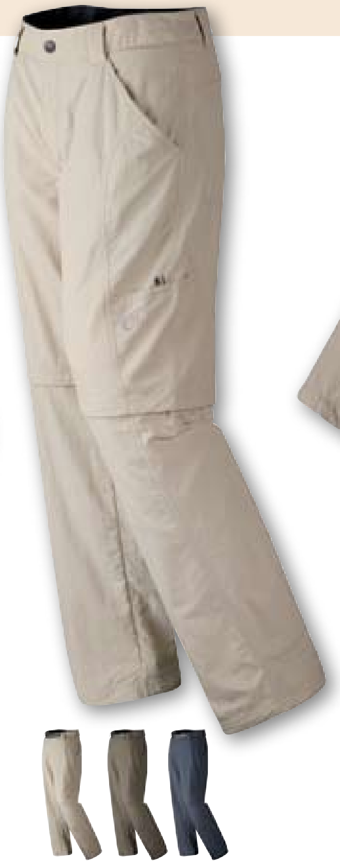
Our Cool styles keep skin dry, shaded and content even during sweltering days on the river or extended stints on the road. Blending the look, feel and touch of cotton, CoolTouch™ fabrics dry quickly when soaked and shade the sun at UPF 45.



Cool SHIRT $60.00

A clean look and easy-care character make the Cool Shirt a perfect pick when boarding a plane to a muggy destination. Constructed with a stylish western yoke, internal felled seams and logo-branded buttons, the design shows quality construction, while a UPF 45 rating and a two-button cuff make this a respectable shirt that holds its own in any unfamiliar locale.

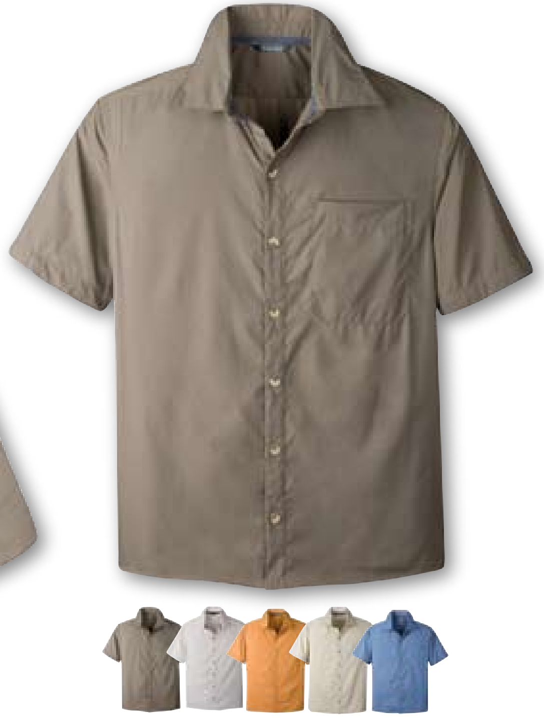
Style: 0030 Weight: 9.1 oz Size: S-XXL
Colors: China Blue, Tarmac, Gardenia, Cathay Spice, Spray Green



Cool PANT $65.00

When sun, bugs or brush mandate full coverage in superheated weather, the Cool Pant is the perfect solution. The rock, river or road pant is equipped with handy features, including a removable magnetic-click belt, elastic cuff cords and self-draining hand pockets. Deep security pockets stow a wad or wallet safely in back and a zip fly keeps pit stops quick.

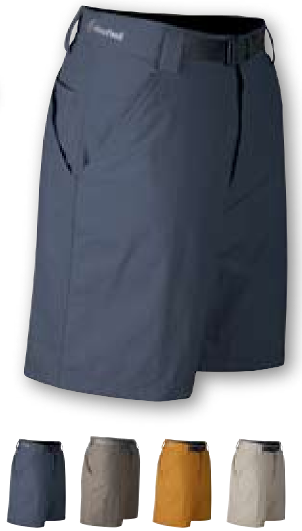
Style: 0033 Weight: 13.1 oz Size: 30-40 (even)
Colors: Spray Green, Tarmac, Ombre Blue



Cool S.S. SHIRT $55.00

This simple, clean and relaxed shirt is a perfect one for days when the sun beats down mercilessly. Easy-care fabric keeps good form even when thrown over the seat of a truck or tossed in a big pack and blocks sun at UPF 45 when shade is a hot commodity. Cloudveil-branded buttons, a chest patch pocket and interior felled seams add straight-yoke style.

Style: 0031 Weight: 6.3 oz Size: S-XXL
Colors: Tarmac, Gardenia, Cathay Spice, Spray Green, China Blue



Cool SHORT $50.00

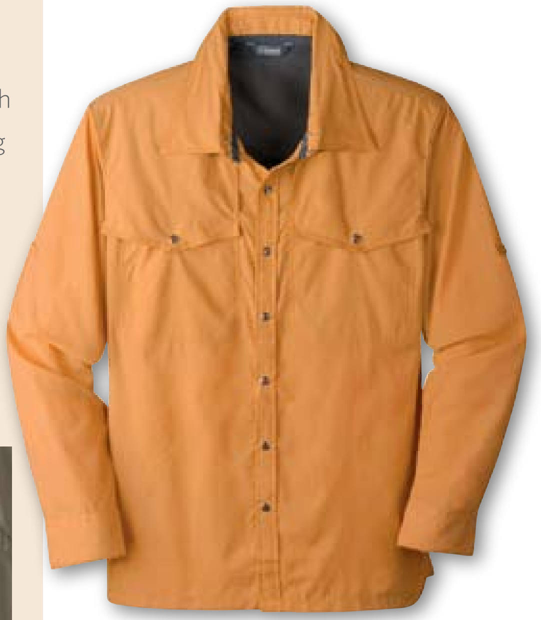
A loose-leg cut, traditional look and built-in, adjustable webbing belt remain the draw of the classic Cool Short. A conservative 7-inch inseam won't attract attention in off-the-grid locales and a zip-front fly sticks to a simple take. Double-deep back pockets secure with a Velcro® strip and hold a single rear wallet pocket, while front pockets let hands hang.

Style: 0035 Weight: 6.3 oz Size: 30-40 (even)
Colors: Ombre Blue, Tarmac, Cathay Spice, Spray Green

Michael Clark
A room with a view. Michael Cronin lathers up at Devil's Tower Bed and Breakfast, Wyoming.

Cool River

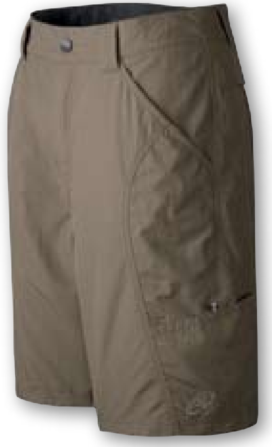
As a class, on-the-river apparel is often rated with a tag of bland and boring. To provide welcome relief, we brought new life to the standard presentation with our Cool River styles. Blending distinctive design elements with technical wicking fabric and progressive casual cuts, our Cool River line is not limited by design to fit only on the drift boat.



Cool River SHIRT $75.00

Intricate detail makes this shirt a first choice for any on-the-water mission. The mesh-lined venting yoke circulates a breeze front to back or snaps closed on nippy mornings. A unique flap-proofed collar tacks down in howling wind or snaps tight when bugs are biting, while standing up in back to prevent burn. Dual chest pockets zip in fly boxes, a wrist-shade cuff extends for full protection and black pearl front snaps style it out for tailgate celebration.

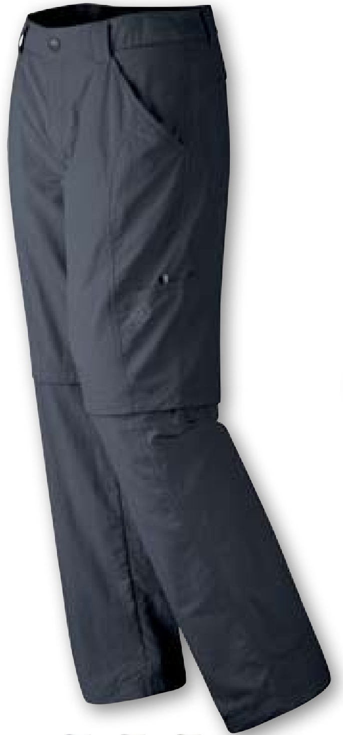
Style: 0028 Weight: 10.7 oz Size: S-XXL
Colors: Cathay Spice, Tarmac, Gardenia, Spray Green, China Blue



Cool River SHORT $55.00

The longer 10-inch inseam and offset stitch detail make the Cool River Short a more youthful streamside alternative. The pocket configuration includes low-placed Velcro® cargos, deep, draining hand pockets and flapped rear zip pockets. Belt loops, an internally brushed waistband, a Cloudveil center snap and a zip-front fly add individual character.

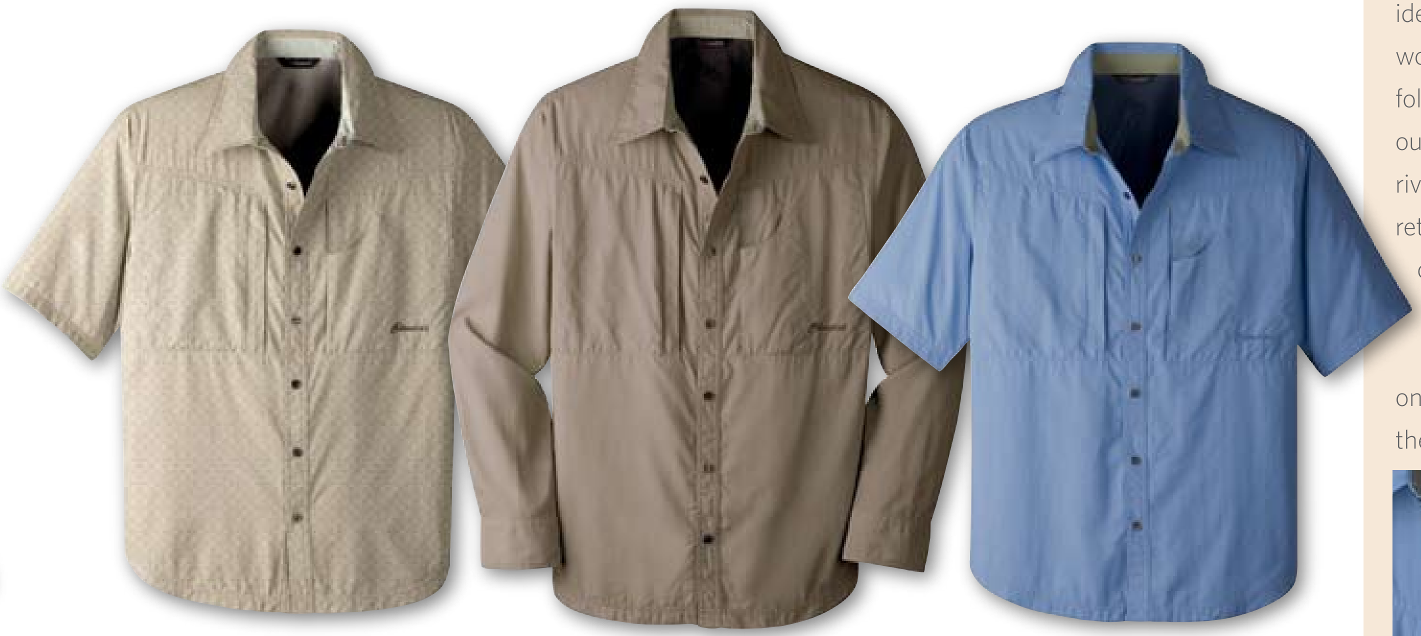
Style: 0034 Weight: 8.8 oz Size: 30-40 (even)
Colors: Tarmac, Cathay Spice, Spray Green, Ombre Blue



Cool Convertible PANT $85.00

For extended trips – whether by foot, boat or floatplane – the utility of a convertible is hard to rival. Our double-stitched take – which changes into an 10-inch inseam short – includes an internally brushed band with belt loops, a zip-front fly and a stealth cinchable cuff. Full cargo pocketing – mesh hand, angled thigh and rear zip – adds required stowage space.

Style: 0032 Weight: 14.1 oz Size: 30-40 (even)
Colors: Ombre Blue, Tarmac, Spray Green



Squaretop S.S. SHIRT $68.00

Labeled for an iconic peak at the headwaters of a river that will remain nameless, this shirt borrows a colorful pattern from a nectar Wyoming spot. Technical fabric wicks sweat and blocks sun, while mesh venting circulates air when temps rise. Napoleon pockets zip in maps or descriptions, while a sunglass sleeve stashes specs when clouds roll in.

Style: 9006 Weight: 6.4 oz Size: S-XXL
Colors: Spray Green, Tarmac, China Blue

Classic Cool SHIRT $75.00

Classic styling has made this casual long-sleeve a recurrent summer staple. An easy match for everything from overnight trips to in-town action, the timeless style stays chronically relaxed with branded buttons, interior felled seams and three solid colorways. The shirt features a venting mesh back panel, sunglass sheath and dual zippered pockets.

Style: 9004 Weight: 7.5 oz Size: S-XXL
Colors: Tarmac, Spray Green, China Blue

Classic Cool S.S. SHIRT $65.00

When the mercury tops 90 degrees, this shirt knows how to stay cool. Countering hazy days with a wicking finish, mesh back panel and UPF-40 fabric, it lifts sweat, vents air and blocks sun. Napoleon pockets – with a sunglass sheath – stow items with zippered security, while branded buttons, felled seams and a relaxed fit define a perpetually casual look.

Style: 9005 Weight: 6.4 oz Size: S-XXL
Colors: China Blue, Tarmac, Spray Green

Classic Cool

When we first designed the Cool Collection, we had no idea these workhorse styles would gain such a loyal following. But seven years later, our original road-ready and river-wise styles, which have retained their comfortable cuts, practical features and uncomplicated function, have proved their longevity on trips to every corner of the continent.

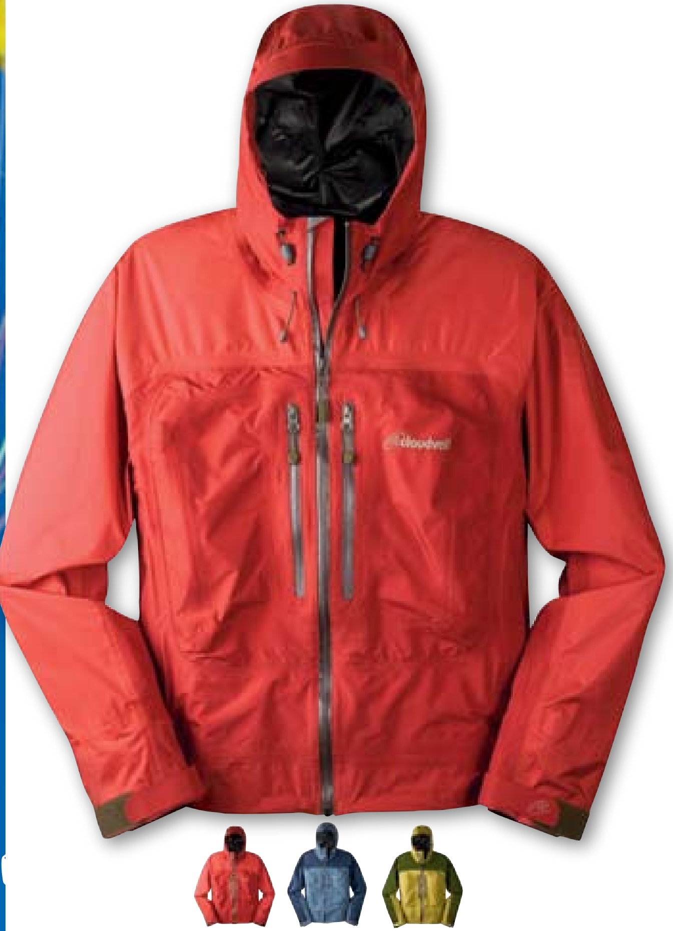
Stephen Matera
Hiking the sandstone waves of Coyote Buttes, Colorado Plateau, Arizona.

Backcountry

As the seasons change, we are granted open access to the backcountry. Through trailheads, passes and approach routes we are linked to zones that sit deep within the range. No longer just poring over maps and guides, we now realize plans hatched long before snow melted away. Rock amphitheaters, narrow canyons and looming high points are the destinations, but the experience we gain en route is what leaves an indelible impression. Framed by spires or lit by alpenglow, we concede from our vantage point that this is a place we simply need to be.

Part of the allure is that each trip we take is unpredictable. Variables such as weather, output and duration all shift from one outing – or hour – to the next, requiring apparel with the ability to adapt. Our entire Backcountry class is designed to excel in this area. From stormproof Zorros that pack small when clouds lift and Inertia Peak soft shells that provide liberating comfort over the entire conditional range to utilitarian Cache Creek pieces that regulate active cores, each design excels in the constantly shifting environment we find in the alpine.

Tuck Fauntleroy
Self portrait at 10,000 feet, Rendezvous Peak near Jackson.

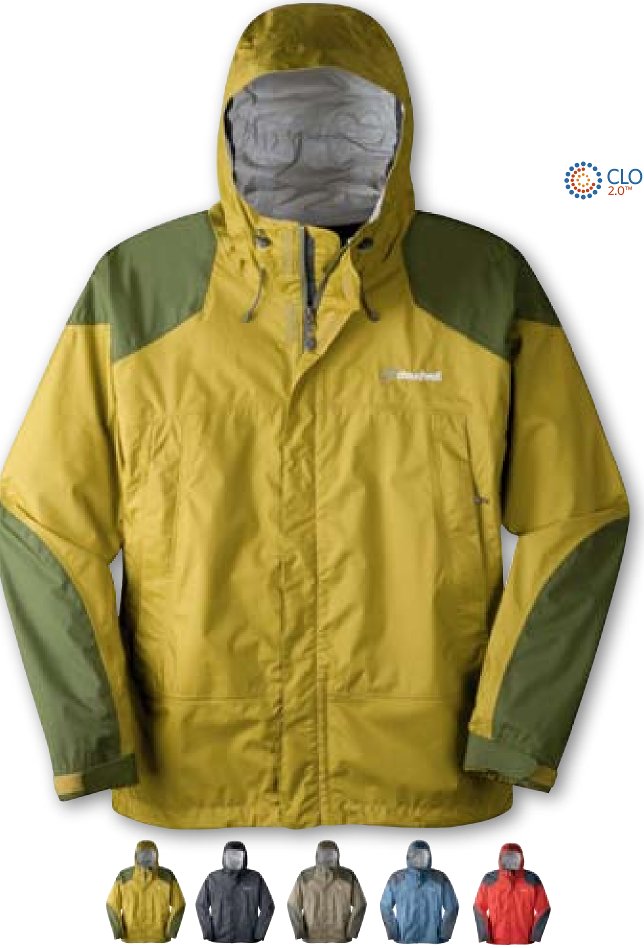


Crystal Creek JACKET $295.00

Fickle high-country weather gave rise to this lightweight, hooded and packable shell. Seem-sealed PacLite® fabric braves fierce downpours without steaming up, while ripstop texture resists snags in tangles with brush. One-handed Napoleon pockets provide generous storage, hide a mini D-ring and taper down to prevent small-item loss. Neoprene cuffs seal the wrist and thick Velcro® tabs stop short for a clean finish. The hooded waterproof shell repacks small when the air warms and the sky turns blue.

Style: 0080 Weight: 13.2 oz Size: S-XXL
Colors: Chili Pepper, China Blue, Willow

GORE-TEX PACLITE®

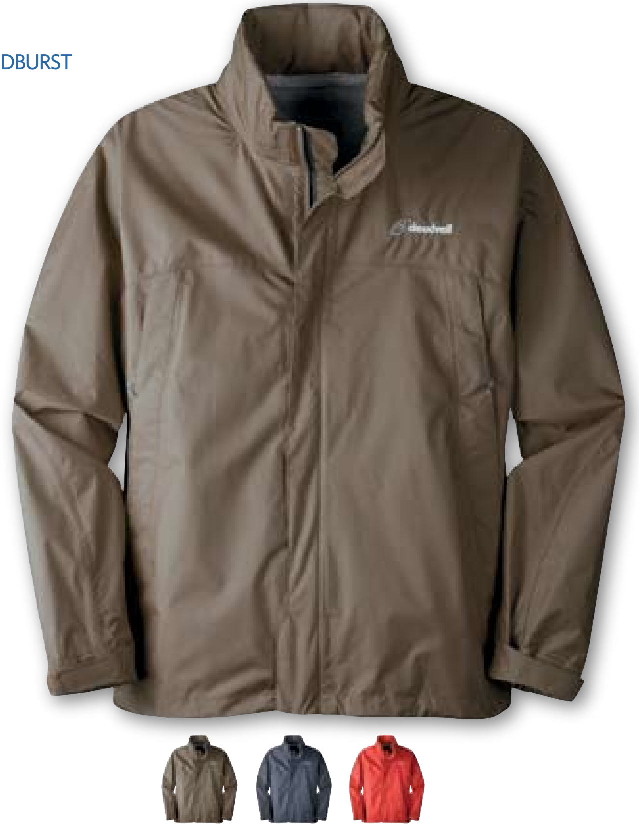


Zorro JACKET $135.00

When a rainy forecast becomes the mountain reality, the lightweight Zorro Jacket provides instant personal shelter from any full-blown storm. Waterproof/breathable Cloudburst 2.0™ fabric sheds precipitation in liquid, frozen or mixed form, while a storm-day hood shrinks with one-handed toggles to enable clear peripheral vision. Two-way pit zips vent heat when gaining ground, two drawcords cinch the hem and two-tone colorways add subtle contrasting style. Equipped with a front stormflap, half-elastic cuffs and an athletic fit.

Style: 0001 Weight: 14 oz Size: S-XXL
Colors: Willow, Black, Covert Green, China Blue, Chili Pepper

CLOUDBURST 2.0™



Zorro LT JACKET $125.00

On a weekend, workday or vacation day, the Zorro LT provides constant protection from above-average rainfall. Cloudburst 2.0™, a fabric with a waterproof/breathable exterior and a dry-touch interior, keeps the microclimate comfortable whether walking the dog, biking to work or spending a day in the woods. The hood stashes in the collar and secures with bulkless Velcro® strips, while easy-pull half-elastic cuffs, a dual-draw hem and zippered venting hand pockets increase its open-air utility. Solid muted colors keep it casual.

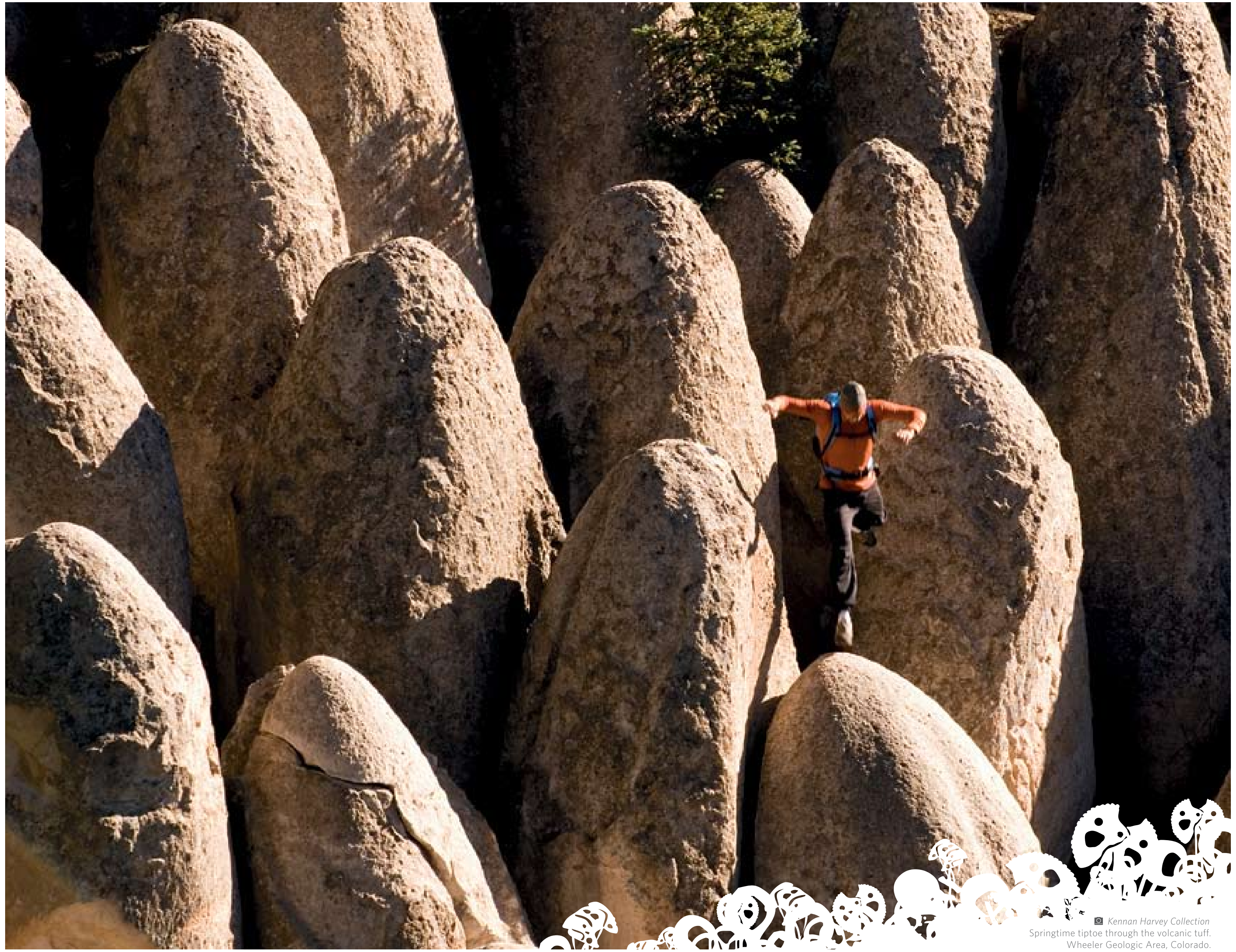
Style: 0002 Weight: 12 oz Size: S-XXL
Colors: Tarmac, Ombre Blue, Chili Pepper

Zorro PANT $95.00

Packing a reliable rain pant – like the waterproof/breathable Zorro – is sound insurance when embarking on any extended spring, summer or fall adventure. Fully seam-sealed Cloudburst 2.0™ shell fabric presents a strong defense against hard rain, sideways sleet or spring snow, while still allowing legs to breathe if output climbs during an uphill grind. 12-inch ankle zips allow an easy on/off transition over hiking boots when an impending storm is moving in quickly, while a kick patch, zip-front fly and athletic fit deliver in-the-field utility.

Style: 0003 Weight: 9 oz Size: XS-XXL Color: Black

Stephen Matera
Sandy Weil negotiates the Ptarmigan Traverse, North Cascades, Washington.


Kennan Harvey Collection
Springtime tiptoe through the volcanic tuff.
Wheeler Geologic Area, Colorado.

Inertia Peak

This season, our lightweight softshell favorites – the Inertia styles – benefit from an advancement in their InertiaPlus™ textile, which trades the Lycra® of earlier versions for elevated Primeflex™ performance. This textile development repels persistent rain due to a tight weave and stretches mechanically in four directions, demonstrating once again their utility for nine of 10 days outside.

Inertia Peak SHORT $75.00

Shorts that refuse to look tattered even after constant rock-and-road use – like our Inertia Peak Short – are a necessity for seasons marked by a heavy rotation of trekking, cragging and traveling. A longer 11-inch inseam and looser leg circumference keep it seasonally relaxed when sauntering into town, while bonded flap slash and single thigh stash pockets keep small essentials within immediate reach.

Style: 0010 Weight: 10.3 oz Size: 30-40 (even)
Colors: Tarmac, Covert Green, Ombre Blue

Inertia Peak PANT $100.00

A new generation of InertiaPlus™ fabric has earned this workhorse pant a legion of backcountry fans due to its unmatched versatility. The roll-em-up system – which stays put with dual tabs – cools legs when suffering through switchbacks or walking off a climb under hot sun. Both a fixed waist and a relaxed cut keep it casual enough to wear out to a post-exercise meal, while stormflapped pockets and front fly zips add extra protection. Dual slash, drop back and single thigh pockets stow items safely.

Style: 0009 Weight: 15.5 oz Size: 30-40 (even)
Colors: Covert Green, Black, Tarmac

Inertia Peak Guide PANT $120.00

The cumulative experience of this softshell pant is clear during high-alpine disciplines from trekking and approaching to skinning or leading. In addition to harnessing all-weather InertiaPlus™ fabric, the construction is tailored toward an alpinist mentality, combining full-panel outseams to resist rock, seamless gussets for stemming mobility and belt-loop tunnels for a clean harness interface. Reversed zip pockets, loose cuffs and a progressive fit trend the style toward relaxed rather than rock jock.

Style: 0005 Weight: 16 oz Size: S-XL
Color: Black

Inertia Peak JACKET $145.00

The clean appearance, resilient fabric and liberating feel of this lightweight softshell have made it a staple in mountain scenes. InertiaPlus™ breathes deeply during activity, while a construction highlighted by bonded-and-sewn edges and stiffened cuff tabs proves impressively tough. Small details, such as a hem that cinches from inside and a mobile half-raglan silhouette, make for a more enjoyable alpine experience. A single chest pocket stows items when moving upward at a good clip.

Style: 0006 Weight: 17 oz Size: S-XL
Colors: Ombre Blue, Black, Tarmac, Covert Green

Flat Creek JACKET $235.00

We stay warm with the Flat Creek Jacket when experiencing a cool evening or hit with crisp morning wind. Breathable Windstopper® fleece blocks a breeze and holds onto heat without soaking up moisture or sweat, making it perfect when a typical shell is overkill. Deep Napoleon pockets stow maps, fly boxes or other bulky fare, while an external Schoeller® pocket holds immediate access items and hidden side pockets warm idle hands. Anti-snag zips and an articulated fit ease in-the-field operation.

Style: 0081 Weight: 23.5 oz Size: S-XXL
Colors: Dark Navy, Tarmac, Chili Pepper

Flat Creek

To Jackson anglers, Flat Creek has always been hallowed ground. Winding its way through the Elk Refuge just north of town, this spectacular reserve is home to a population of wild cutthroat with a hard-to-land reputation. For months, locals wait patiently while this special spring creek remains closed to alleviate pressure. But when August approaches, calendars are cleared, alibis are fabricated and plans are hatched to congregate at this revered hole on opening day. Standing as a constant from one season to the next, this annual event has earned a special place in our local lore.

© Steve Lloyd

INERTIA PLUS

Spinner SHIRT $115.00

Synthetic all-weather fabric keeps this stretch shirt comfortable for on-the-water days that range from windy to wet. InertiaPlus™ softshell fabric sheds rain yet also breathes well, holds shape and wears tough. Mechanical stretch prevents bind-up from hindering the cast, while Napoleon pockets – with a mini D-ring for nippers or retractors – fit mid-size fly boxes and a solo sleeve pocket stashes a high-priority tool. Styled with plastic front snaps to prevent saltwater corrosion, two-position cuffs and a flip-up collar to shade intense sun.

Style: 0007 Weight: 12.8 oz Size: S-XXL
Colors: Tarmac, Spray Green

Spinner Convertible PANT $135.00

This pant stays comfortable when working a secret section during either fair or foul weather days. InertiaPlus™ stretch fabric repels drizzle, breathes freely in humid air and wears tough in the brush, while resisting wrinkling and repelling stains. A lasting DWR keeps surface water beading, and wicking yarns don't stay soaked in the boat. The lowers zip off for warm-water wades, leaving 10 1/2 inches of inseam. Large zippered cuffs ease over boots and cross-thigh pockets stow items, while secure pockets hold coin for a happy hour pint.

Style: 0008 Weight: 16 oz Size: 30-40 (even)
Colors: Spray Green, Tarmac

dynamic schoeller 3XDRY

Switchback JACKET $205.00

The professional grade Switchback serves well in any situation - from windy days to sleety storms - when protection is mandatory. Midweight Schoeller® Dynamic™ fabric sheds weather, stretches liberally and breathes at an elevated rate during alpine activity, while also thriving in abrasive environments due to Nanosphere® technology that repels grime and adds surface strength to the equation. Über-sized hand pockets stow regularly accessed items, inset tabs cinch the cuff, a cordlock seals the neck and a bulkless fit trims excess.

Style: 9007 Weight: 15 oz Size: XS–L
Colors: Sunset, Tobacco, Black

Switchback PANT $165.00

Spring corn, summer alpine or fall treks are all within the functional scope of this guide-certified pant. Midweight Schoeller® Dynamic™ fabric sheds, stretches and breathes, while also harnessing a Nanosphere® treatment to repel dirt and grime. A clean cuff encircles bulky plastic boots yet hangs normally over XCR® trail runners when putting in the hard miles on bare ground. The low-pro waist stays up with a gripper/web-belt combo that won't bunch under a pack, while a bellowed thigh pocket holds high-priority items within reach.

Style: 9008 Weight: 16.5 oz Size: XS–L
Color: Black

Jeff Diener

Harvesting singletrack through the bamboo forests near Kyoto, Japan.

Cadence

In active towns, warm air sparks a renewed focus on fitness. With extra daylight and buffed trails we start logging daily miles with the intention of regaining top form. For motivation we circle planned singletrack trips and prospective summit bids or aim to finish local hill climbs, infamous 24-hour races or the annual PPP as best in class. Even a Wednesday night sandbag series or a charity 10K are seen as excuses to push the pace and elevate the pulse. Each season our aerobic targets change, but the goal of staying fit remains the same.

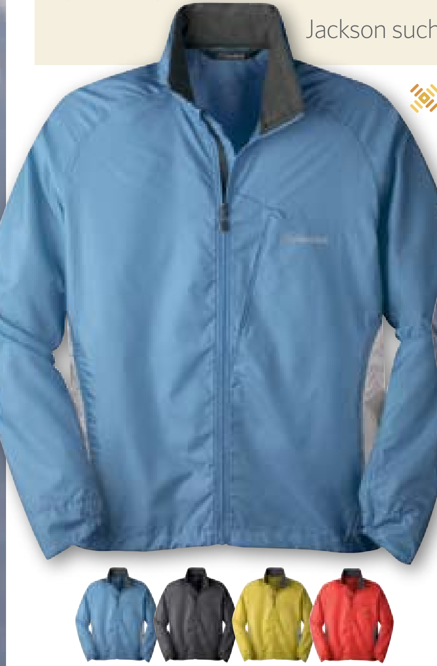
This constant drive toward prime condition is why we created the Cadence collection. Designed to wick moisture and keep skin comfortable during accelerated activity, both our Highline and Clutch styles exhibit exceptional aerobic performance when worn next to skin. The athletically fit Highline styles block sun, lift perspiration, layer smoothly and fight odor accumulation during daily exercise. At the other end of the active spectrum, our Clutch pieces blend wicking knit fibers with progressive cuts to temper technical function with a relaxed attitude.

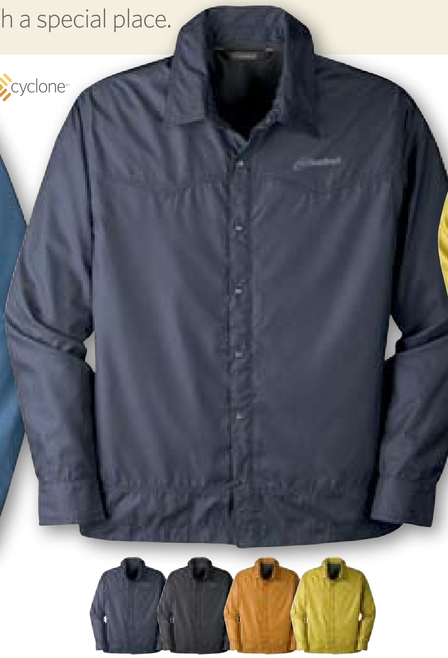
Bob Allen

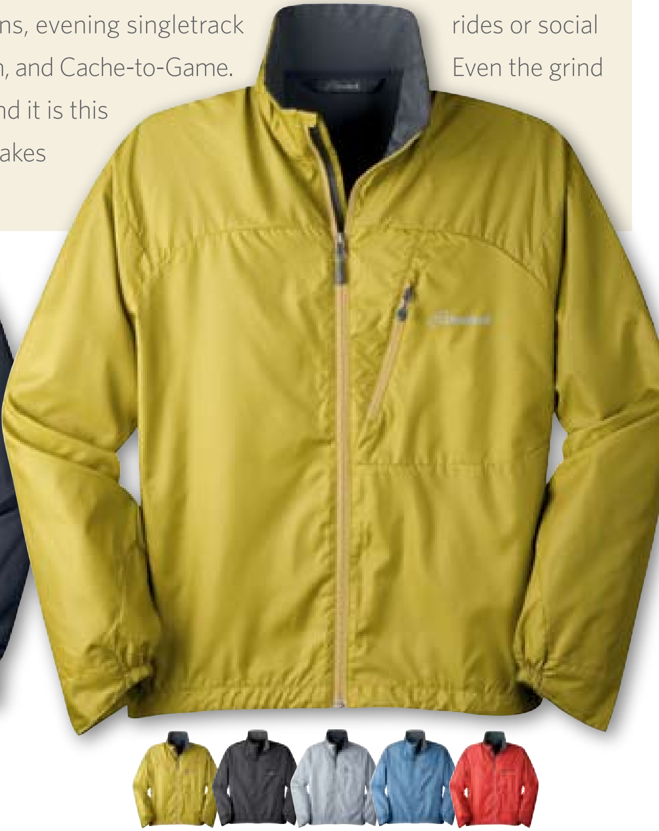
Cloudveil athlete Alex Hassman ticks some miles in Beehive Basin, Spanish Peaks Primitive Area, Montana.

Cache Creek

Mere blocks from Jackson's town square, the Cache Creek trailhead provides instant access to a network of rising and rolling trails we sample often. Perfect for morning training runs, evening singletrack rides or social dog walks, this extensive web includes local favorites such as Putt-Putt, Hagen, and Cache-to-Game. Even the grind up Snow King can be looped or linked back to this close-to-home nexus. And it is this proximity to our favorite town trailhead that keeps us connected to what makes Jackson such a special place.







Mountain Cache JACKET $80.00

High compressibility that enables an easy roll makes this light shell a perfect piece to pack into a hydration pack, water bottle holster or bike jersey pocket when heading out for an afternoon. Unlined Cyclone™ fabric sheds light wind and drizzle without overheating the core, while also cramming into tight spaces with minimal friction. Extended asymmetrical cuffs keep wrists covered when gripping brakes or reaching skyward, while a thin front zip, single stash pocket and reflective logos complete the profile on this highly portable piece.

Style: 0015 Weight: 5.8 oz Size: S-XL
Colors: China Blue, Black, Willow, Chili Pepper

Cache Creek WINDSHIRT $85.00

High-performance function and retro flair find common ground in this slick mountain-town utility shell. Perfect to stash along as storm insurance during any exercise or endeavor, the shell gains packable function from a two-textile fusion of repellent Cyclone™ fabric and a wicking Fieldsensor™ lining. Maximum style points are earned with western hits such as Saddle Up logos, pearl snaps and a cowboy collar. Ideal on a cool ride, windy float or interstate road trip, the piece proves subtle technicality can coexist with enviable style.

Style: 0017 Weight: 9.5 oz Size: S-XL
Colors: Ombre Blue, Black, Cathay Spice, Willow

Cache Creek JACKET $95.00

A true alpine utility shell, the Cache Creek Jacket slides comfortably into many different backcountry roles. Wind shell or warm-up, aerobic layer or packed insurance, the piece shows great range with a two-textile pairing of repellent Cyclone™ shell and wicking Fieldsensor™ lining. A mesh back vent allows sweat to escape, a slick face layers without friction and a rear jersey pocket stashes fuel when out on a ride. The athletically profiled shell is also equipped with asymmetrical cuffs, reflective logos and an angled chest pocket.

Style: 0016 Weight: 13 oz Size: S-XL
Colors: Willow, Black, Vapor, China Blue, Chili Pepper

Highline Crew S.S. SHIRT $60.00

Worn for a fun single-track loop, a sunset bouldering session or a quick run up the local ski hill, this wicking shirt excels during the customary athletic routine. The basic design blends a casual jersey cut with efficient Accel™ fabric, resulting in a mix of fitness and style reinforced by contrast stitching, reflective logos and a room-to-move cut. This cooling crew strikes an ideal balance between getting soaked in cotton and looking too tech on the way to the trailhead.

Style: 0021 Weight: 6.3 oz Size: S-XL
Colors: Willow, Black, China Blue, Chili Pepper

Highline 1/2 Zip S.S. SHIRT $70.00

The athletic versatility of the Highline 1/2 Zip earns it a place in the top tier of aerobic performance. Worn next to skin, the shirt dissipates moisture when cranking up output, prevents odor accumulation during long uphill hauls and shades solar exposure under intense noonday sun, while staying cool with a 13-inch front zipper. Key items stash carefully in back for easy access when rolling out of town on a Wednesday night ride.

Style: 0020 Weight: 8.3 oz Size: S-XL
Colors: China Blue, Black, Willow, Chili Pepper

Highline 1/2 Zip L.S. SHIRT $80.00

Smooth wicking Accel™ fabric gives this piece unparalleled versatility as an aerobic foundation during grind-it-out workouts. The soft face layers easily under a mid-layer on cool mornings and a 13-inch, rattle-free front zipper cools the core quickly on steamy days. The jersey-style stash pocket stows essential pre-, post- or mid-workout items, while a full gusset, flatlock seam and athletically fit construction ensures start-to-finish comfort.

Style: 0019 Weight: 10.7 oz Size: S-XL
Colors: Chili Pepper, Black, Willow, China Blue

Highline

The advanced Accel™ fabric of our Highline styles wicks moisture, blocks intense sun and fights odor accumulation, making it a perfect fit for high-heart-rate activities from biking and running to climbing and touring. Designed with Lycra® for an athletic fit, the synthetic next-to-skin material keeps the body both dry and comfortable as output climbs.

Excursion Trail SHORT $45.00

Whether tackling 5, 10 or 50K distances, this lightweight short slides smoothly through every stretch of trail. Soft, peached material sits lightly on skin, stays sweat-free and dries quickly after jumping in the lake to cool down. The 8-inch inseam hits a safe length for stopping for morning dark roast or wandering around the finish area, while a thin drawcord keeps it reliably tied. An internal hanging mesh liner provides commando support and a zip back pocket – set centered so it won't bounce – stashes a key, some Gu™ and an Advil snack.

Style: 0018 Weight: 6.3 oz Size: 30-40 (even)
Colors: Black, Ombre Blue

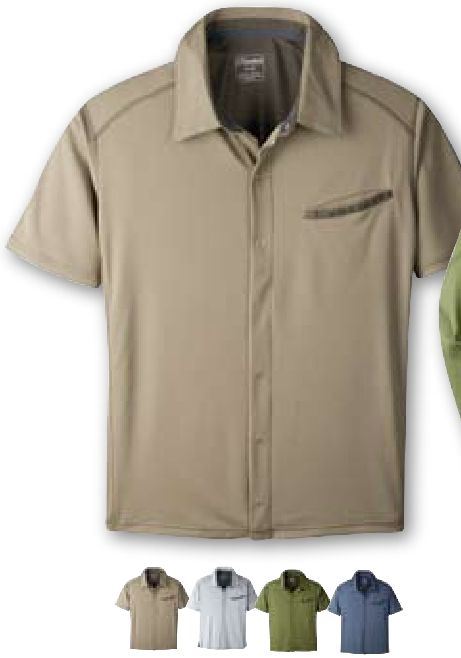
Jeff Diener

Praying for no drop offs, Steve Reichard backpacks the Virgin River Narrows at high water. Zion National Park, Utah.

Jeff Diener

Khris Quandt keeping 'em smooth. Teton Cycle Works, Jackson.

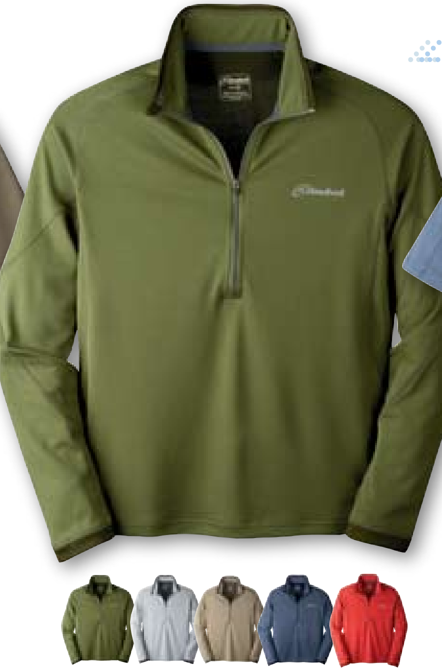
Clutch Constructed with 100 percent polyester fibers and an open pique knit, Pace™ fabric gives the Clutch collection both its wicking ability and casual everyday feel. The tactile textile allows superior moisture transfer when losing sweat is a priority, yet looks casual when worn around town before or after activity.



Clutch Snap S.S. SHIRT $50.00

We are drawn to the bike-shop attitude of this slick snap shirt because it is mechanically different. Spiced with funky contrast seams, a cool collar and center front snaps, it deviates from the usual wicking shirt template. A split hem, longer cut and snap chest pocket add flavor, while reflective logos increase visibility when riding the single speed home after dark.

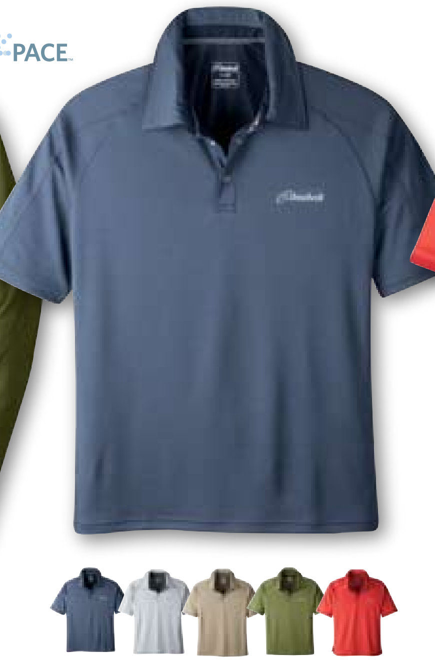
Style: 0023 Weight: 7.1 oz Size: S-XXL
Colors: Covert Green, Vapor, Cypress, Blue Nights



Clutch 1/2 Zip L.S. SHIRT $55.00

This breathable, wicking shirt is perfect for the fluctuating temperatures often experienced on slushy spring tours, single-day slogs or alpine overnights. A 13-inch zip cools the core, flatlock seams won't chafe under pressure and an athletic fit prevents bunching or binding. Reversed cuffs add contrast and stay in shape when pushed repeatedly above the elbow.

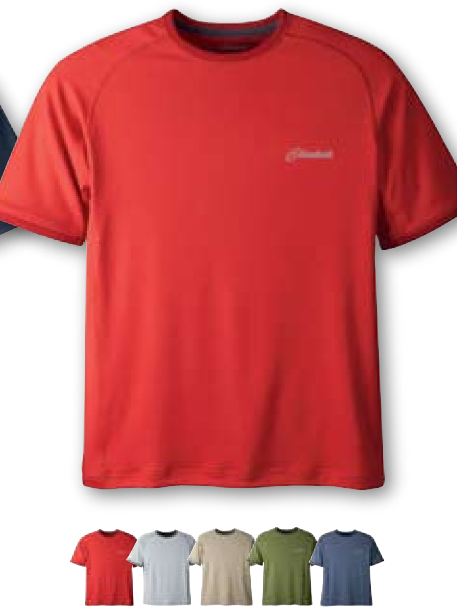
Style: 0022 Weight: 7.7 oz Size: S-XXL
Colors: Cypress, Vapor, Covert Green, Blue Nights, Chili Pepper



Clutch Polo S.S. SHIRT $45.00

Acceptable for the full summer spectrum, from casual workdays and afternoon exercise to dinner with a visiting mom or dad, the Clutch Polo stays cool in any situation. A semi-structured collar stays in place even on the trail or the boat, while contrasting seams, a three-snap neck and a split hem add enough class to elevate the level of respectability.

Style: 0024 Weight: 6.9 oz Size: S-XXL
Colors: Blue Nights, Vapor, Covert Green, Cypress, Chili Pepper



Clutch Crew S.S. SHIRT $40.00

Our active choice for packed road trips, this casual wicking crew switches gears easily from hucking big-travel drops and solving tough problems to socializing on the back deck with your gracious local hosts. During activity, flatlock seams sit soft on skin, while raglan sleeves and a contrast color-to-cuff relationship keep style on display at any daylight hour.

Style: 0025 Weight: 5.6 oz Size: S-XXL
Colors: Chili Pepper, Vapor, Covert Green, Cypress, Blue Nights

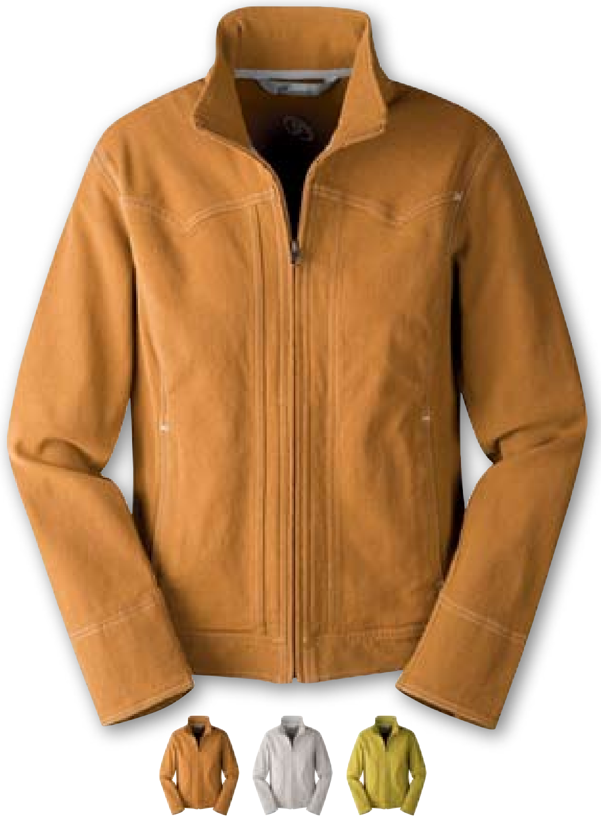
John Slaughter
Amanda Macleod with a one way ticket to ride, Jackson.

Women's Mountain Lifestyle

Summer is undoubtedly a social season in the valley. Warm air, beautiful vistas and a carefree attitude combine to create a communal sense of celebration. Concerts, fundraisers and festivals mark the calendar and give us cause to dress up for the occasion. While more informal gatherings, such as barbeques, picnics and back deck dinners, keep us all happily mingling in the outside air. At this fun time of year a trip to the Farmer's Market is a chance to show flirtatious style, which is why we created a collection that fits the seasonal theme.

Blending lasting construction with visible character, our entire Mountain Lifestyle collection is designed to handle every occasion with effortless ease. Beautiful by design, the casual Matilda and Jenny shirts are made with high-quality fabrics and individual flair to stand out during continuously social days. The 8 Penny pieces are constructed with tough cotton tweed to endure the rough side of both work and play, while the Dyno styles mix a durable nylon twill with relaxed cuts, striking a balanced attitude suited to any active day.

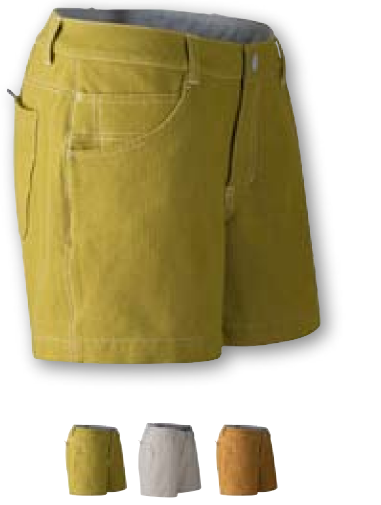
Jen Judge
Stocking up at the Santa Fe Farmer's Market.
Kristen DiLibero keeps it local. Santa Fe, New Mexico.



W's 8 Penny JACKET $95.00

Made just for the ladies, this feminine version of our tough town jacket is designed to present a consistently attractive appearance in day-to-day situations. Chosen for comfort, the cotton/spandex fabric fits with slight stretch creating a shaped, trim and flattering exterior form. Constructive details – such as a kiss welt, snap cuff, clean hem and feminine contrast stitching – add stylish elements that match the small-town atmosphere for everything from walking the dogs at sunrise or grabbing a relaxing dinner to going out after dark.

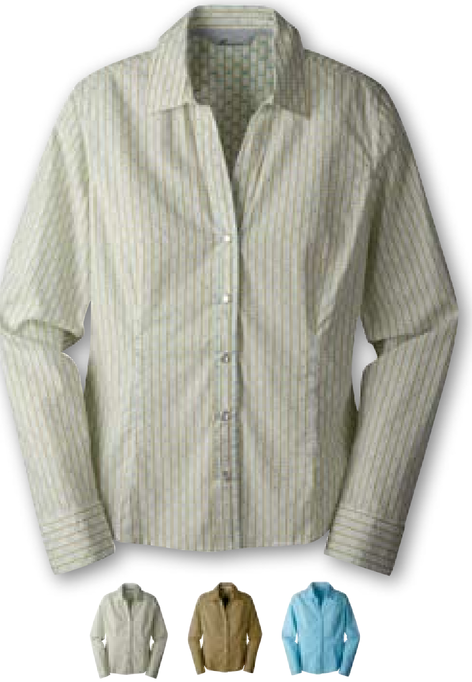
Style: 0045 Weight: 21.8 oz Size: XS-L
Colors: Cathay Spice, Gardenia, Willow



W's 8 Penny SHORT $65.00

Material stretch and strength from cotton/spandex tweed make this short a great choice for days that include both active and social situations. The short-inseam design utilizes a saddle stitch along the side to reduce bulk and a Fieldsensor™-lined waist that sits naturally on the hips. Two front hand pockets with a generous coin pocket keep spending money safe, while Velcro® patch pockets cleanly stow something flat – like an ID, a card or a to-do list – in back. Contrast-color thread, a 5-inch inseam and a chalk bag loop show a sporty side.

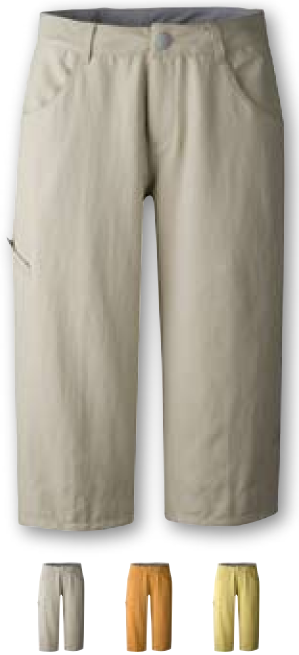
Style: 0046 Weight: 9.5 oz Size: 4-14 (even)
Colors: Willow, Gardenia, Cathay Spice



W's Matilda SHIRT $70.00

The flavorful Matilda Shirt makes a memorable first impression at any valley gathering. A distinctive pattern and pearl snaps add instant flair, while preshrunk and prewashed cotton jacquard fabric keeps the low-maintenance shirt always looking good. Back princess seams and shaping darts slightly curve the silhouette to complement natural feminine form, and a relaxed cut keeps it loose. Wide snap cuffs roll up easily for fashion or cooling comfort and a deep V collar stays open at the desired height in mixed company.

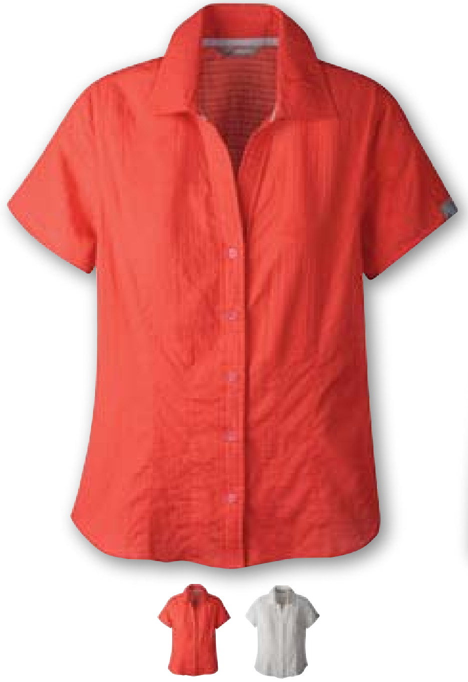
Style: 0063 Weight: 5.6 oz Size: XS-XL
Colors: Gardenia, Spray Green, Petit Four



W's Dyno Pedal Pusher PANT $65.00

With a 17-inch inseam that hits just below the knee, the Women's Dyno Pedal Pusher is ideal for strolling, shuffling or rolling through town. Low-maintenance nylon/spandex twill resists wrinkles and wear, making it a relaxing antidote to hectic summer calendars or prolonged summer road trips. The stealth Velcro® thigh pocket is sized for a small wallet or a mini Moleskine®, and the belt-looped waist is softened with a Fieldsensor™ lining. A chalk-bag loop in back gives it utility when sported to a favored crag, boulder or gym.

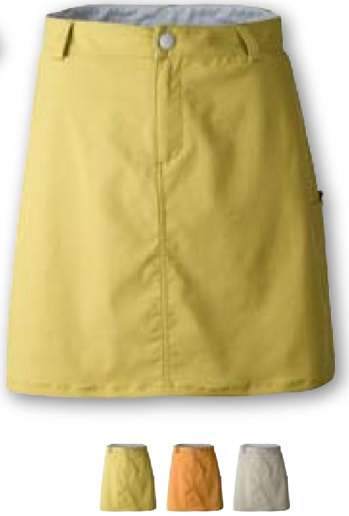
Style: 0047 Weight: 8 oz Size: 4-14 (even)
Colors: Spray Green, Cathay Spice, Willow



W's Jenny S.S. SHIRT $65.00

An exciting wardrobe option for average summer days, this soft cotton shirt dresses up any outfit from expensive magic jeans to a simple hemp skirt. Interwoven spandex, shaping darts and curved seam lines create a flattering feminine drape that looks good when just sauntering around the farmer's market, while cap sleeves and an open V-neck add enough flirtatious style for successful socializing after dusk. Exposed buttons, interior felled seams and seasonal color offerings match up perfectly to the prevailing cloudless mood.

Style: 0064 Weight: 5.4 oz Size: XS-L
Colors: Hibiscus, Gardenia



W's Dyno SKIRT $60.00

A perfect way to bask in blue-sky perfection, this carefree skirt is an obvious match for idyllic weather. A unique mix of slight stretch cotton tweed fabric and a relaxed hip-hung cut creates a natural style that enables moderate activity and easily stays in shape from one day to the next. The 17 1/2-inch length shows shapely thighs yet won't limit mobility when taking a hike along the river or longboarding into town. Belt loops allow for a fashionable wide-band accessory and a patch-on pocket fits daily essentials perfectly inside.

Style: 0048 Weight: 5.8 oz Size: 4-14 (even)
Colors: Willow, Cathay Spice, Spray Green

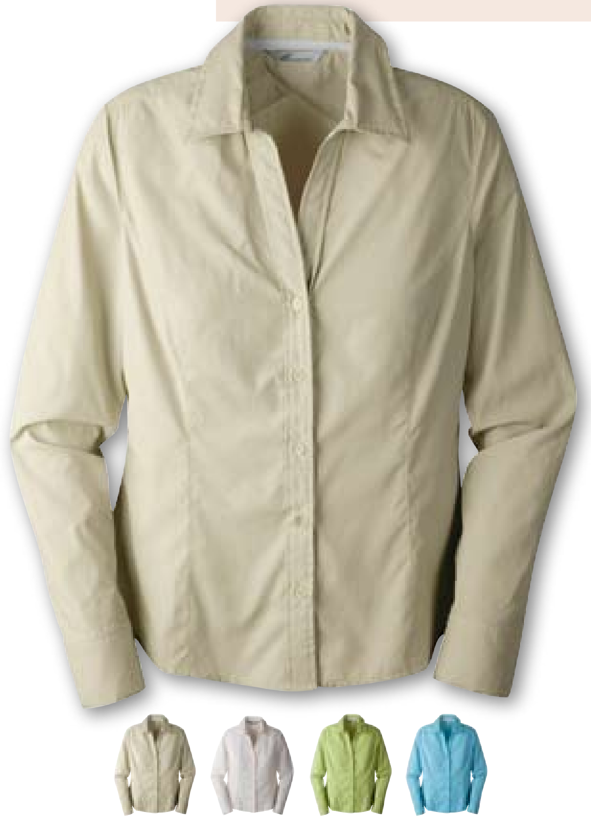
Keith Cozzens

P.J. Patton and Worldwide Tribes guide Jeff Stein take their pick of lefts and rights, Isla Morro Negrito, Panama.

Jeff Diener
Elizabeth Drapela working the soil in the community gardens. Jackson, Wyoming.

Cool

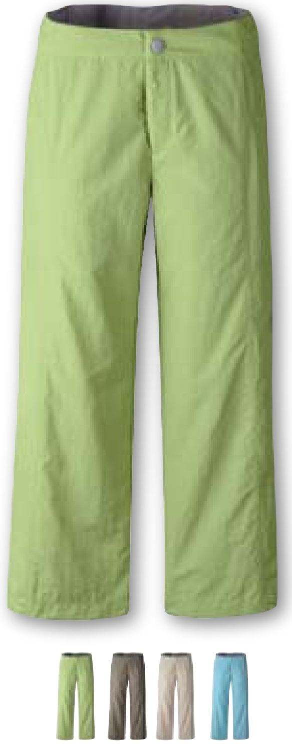
Our Cool styles keep skin dry, shaded and content even during sweltering days on the river or extended stints on the road. Blending the look, feel and touch of cotton, CoolTouch™ fabrics dry quickly when soaked and shade the sun at UPF 45.



W's COOL L.S. SHIRT $60.00

The confident style of the Women's Cool Shirt takes any day in stride. A wicking treatment on the soft fabric keeps skin dry in steamy weather and stays in shape when packed for the next big trip. Shaping darts, interior felled seams and a relaxed fit identify the look as gender-specific, while wide roll-up cuffs and a button-down neck let the cool breeze inside.

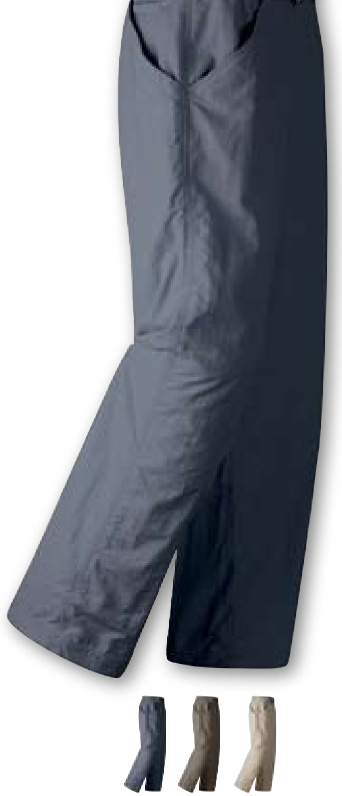
Style: 0066 Weight: 5.5 oz Size: XS-L
Colors: Spray Green, Gardenia, Herbal Green, Petit Four



W's Cool CAPRI $55.00

Nothing says relaxation like a cool capri, and our airy version blends seasonal variety with active flair. A Fieldsensor™-lined waistband – with internal adjustment – hangs naturally on the hips, while a 24-inch inseam hits at an ideal measured length for garden clogs or flip-flops. Contrast stitching, open front pockets and a zip back pocket add hits of enviable style.

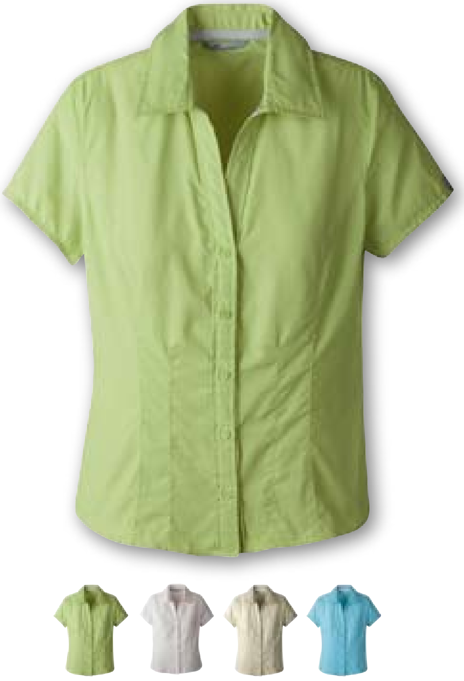
Style: 0070 Weight: 7.1 oz Size: 4-14 (even)
Colors: Herbal Green, Tarmac, Spray Green, Petit Four



W's Cool PANT $65.00

Hiking, fishing and exploring are all on the itinerary of this well-traveled pant. The belt-looped waist holds a removable web belt with a magnetic closure, while hiding a brushed lining that sits softly on hips even under a pack. Angled front and deep back pockets stow items during action, and the cuff draws tight over boots or hangs loose over flip-flops.

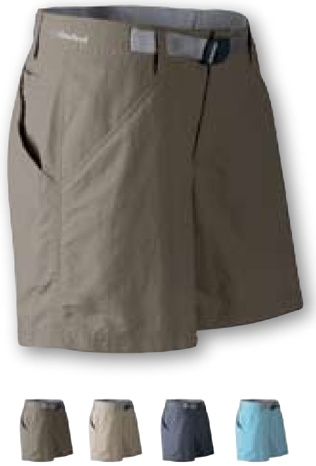
Style: 0068 Weight: 11.3 oz Size: 4-14 (even)
Colors: Ombre Blue, Tarmac, Spray Green



W's Cool S.S. SHIRT $55.00

When intense overhead sun calls for a light layer, this cap-sleeve shirt keeps brilliant days refreshingly cool. Shaping darts provide an alluring curve, a button-up front lets cool air hit the chest and a relaxed fit allows a tank to sit comfortably underneath. A fresh way to dress up sunny days whether on the drift boat, in exotic locales or sitting at the local sidewalk café.

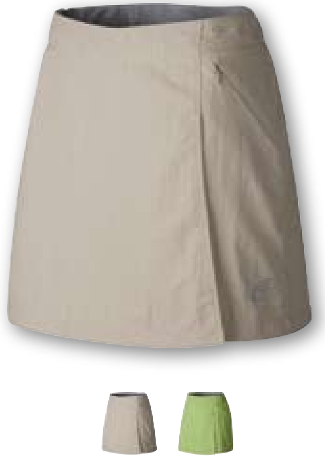
Style: 0067 Weight: 3.9 oz Size: XS-L
Colors: Herbal Green, Gardenia, Spray Green, Petit Four



W's Cool SHORT $50.00

Full-spectrum summers demand adaptable styles like the Women's Cool Short, which earns seasonal standing with a 6-inch inseam and Fieldsensor™-lined waist. Front hand and deep back pockets stash morning, noon or night items in a safe place. Fitted with a web belt, which closes with an audible clip or slides out when another accessory is a better match.

Style: 0069 Weight: 7.1 oz Size: 4-14 (even)
Colors: Tarmac, Spray Green, Ombre Blue, Petit Four



W's Cool SKORT $55.00

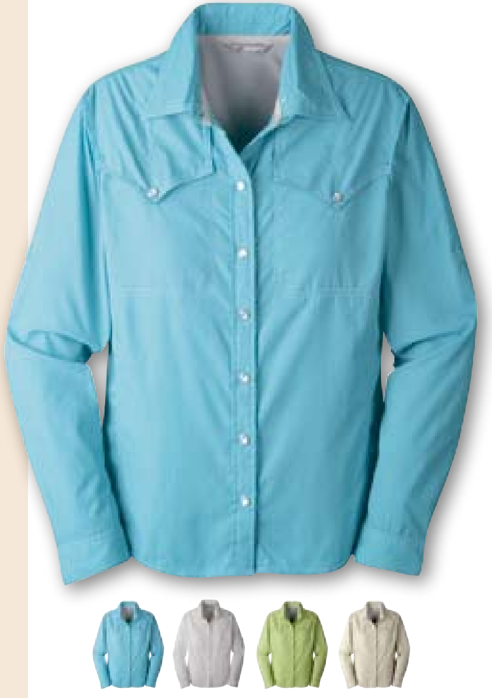
Our Women's Cool Skort fuses the carefree look of a skirt with the convenience of a short. Perfect for biking or hiking, town or traveling, this unique design features an athletic fit, a fixed Fieldsensor™-lined waist and a hidden back zip for sliding it simply on or off. A hidden-zip pocket fits small items and the 17-inch skirt length mirrors a casual outlook.

Style: 0073 Weight: 5.3 oz Size: 4-14 (even)
Colors: Spray Green, Herbal Garden

📷 *Brian Okeefe*
Judith O'Keefe hauling big streamers for even bigger browns. Southern Chile.

Cool River

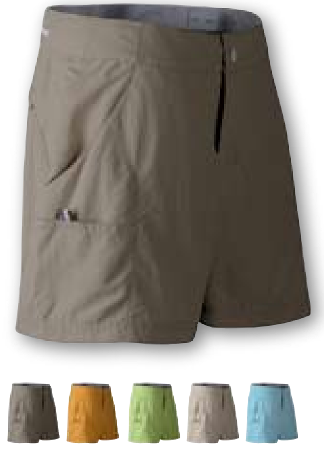
As a class, on-the-river apparel is often rated with a tag of bland and boring. To provide welcome relief, we brought new life to the standard presentation with our Cool River styles. Blending distinctive design elements with technical wicking fabric and progressive casual cuts, our Cool River line is not limited by design to fit only on the drift boat.



W's Cool River SHIRT $75.00

Designed for any river scene, this soft nylon shirt blends cast-and-drift convenience with photogenic feminine style. Mesh vents allow front-to-back circulation or snap closed in cool morning air. Fly boxes fit in the chest pockets, collar tabs prevent flapping in the breeze and a wrist shade extends to block the sun. Western cues add attractive by-the-water style.

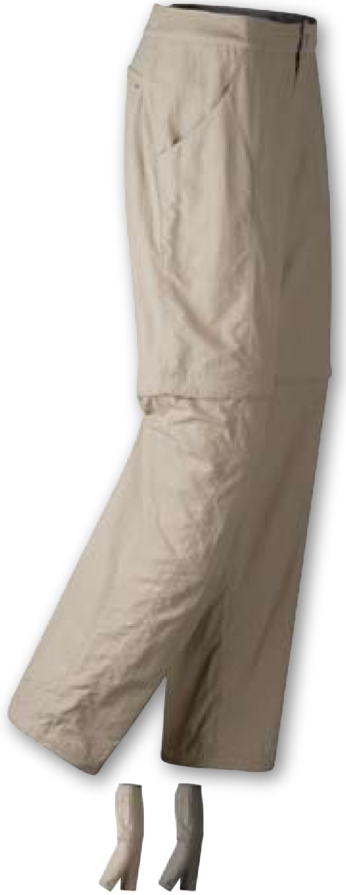
Style: 0065 Weight: 8.2 oz Size: XS-L
Colors: Petit Four, Gardenia, Herbal Green, Spray Green



W's Cool River SHORT $55.00

Energetic, youthful vitality gives our Women's Cool River Short genuine style for days on the bank or in the boat. The 5 1/2-inch inseam shows active strength, while an internally adjustable waist hangs at desired hip length. Front hand pockets, a zippered back pocket and lower thigh pockets provide a simple stash for items that make the perfect day complete.

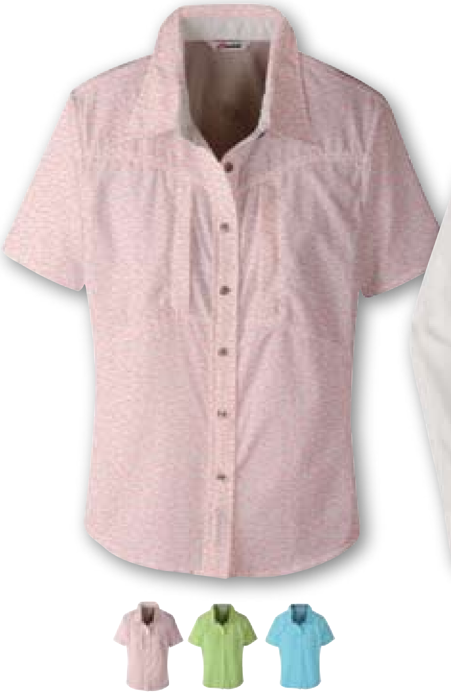
Style: 0072 Weight: 5.3 oz Size: 4-14 (even)
Colors: Tarmac, Cathay Spice, Herbal Green, Spray Green, Petit Four



W's Cool Convertible PANT $85.00

Two-in-one function is the highlight of our Women's Cool Convertible Pant. When sun warms the air, it changes into a 9-inch inseam short ideal for hiking, traveling or wading. A fixed, Fieldsensor™-lined waist sits on the hip, while a combination of casual front pockets, adjustable cuffs and a single zippered back pocket add functionality at any daylight hour.

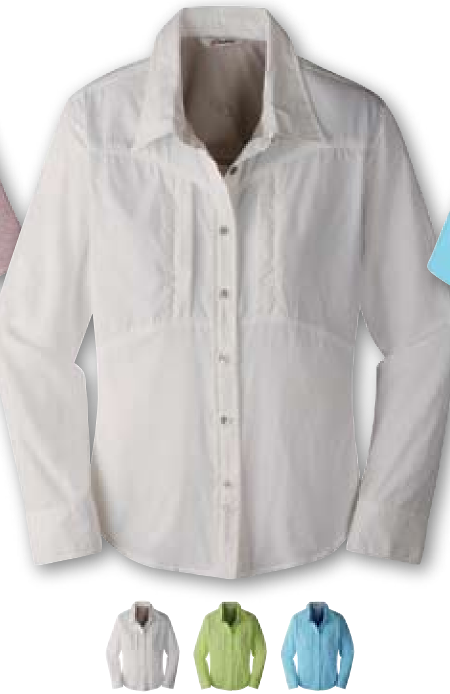
Style: 0071 Weight: 9.9 oz Size: 4-14 (even)
Colors: Spray Green, Tarmac



W's Grassy Lake S.S. SHIRT $68.00

Named for a spectacular zone shouldered between Teton and Yellowstone parks, this colorful weedy print brightens up the outdoor wardrobe. Hidden, zippered pockets stow fly boxes, a mesh back panel lets out steamy interior air and felled seams show tangible constructive quality. The relaxed fit keeps the look casual on the walk in or the road home.

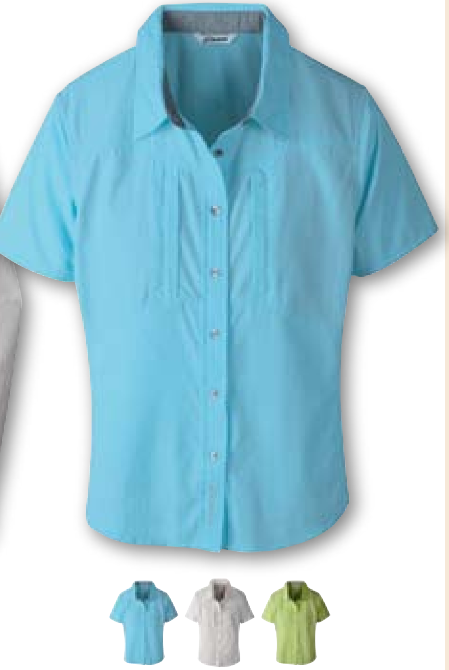
Style: 9011 Weight: 4.6 oz Size: XS-L
Colors: Gardenia, Herbal Green, Petit Four



W's Classic Cool L.S. SHIRT $75.00

An ideal companion for adventurous destinations, the Women's Classic Cool Shirt easily shifts gears when transitioning from an active day outside to a fun night in town. A hidden mesh back panel vents heat, dual zippered Napoleon pockets hold travel documents safe and wide cuffs roll up easily when temps rise. Front buttons keep it closed at the desired height.

Style: 9009 Weight: 4.6 oz Size: XS-XL
Colors: Gardenia, Herbal Green, Petit Four



W's Classic Cool S.S. SHIRT $65.00

Showing feminine shape and available in vibrant colors, this everyday shirt is the perfect fit for trips to lesser-known zones. Mesh backpanel venting cools the interior, while logo buttons and interior felled seams maintain an attractive appearance. Hidden, zippered Napoleon pockets stow directions, travel docs or a currency reserve for a glass of white.

Style: 9010 Weight: 4.6 oz Size: XS-XL
Colors: Petit Four, Gardenia, Herbal Green

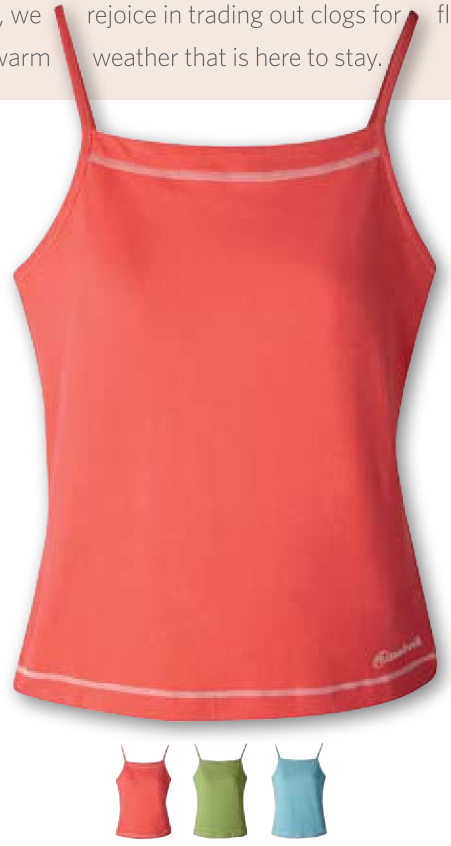
Classic Cool

When we first designed the Cool Collection, we had no idea these workhorse styles would gain such a loyal following. But seven years later, our original road-ready and river-wise styles, which have retained their comfortable cuts, practical features and uncomplicated function, have proved their longevity on trips to every corner of the continent.

Gabe Rogel

Sarah Rogel sets her sights on the next checkpoint. Teton Valley, Idaho.

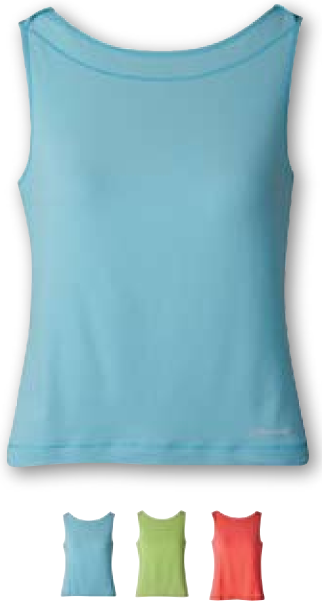
Lily From pumping up the cruiser for its first ride and buying organic spring mix at the Farmer's Market to digging in the dirt with our annuals, the onset of the warm season is welcomed one small milestone at a time. After months of hibernation in down and wool, we rejoice in trading out clogs for flip flops and throwing on soft cotton styles – such as the Lily collection – to celebrate the warm weather that is here to stay.



W's Lily Camisol TOP $38.00

Worn underneath or alone, this soft cotton cami is comfortable for a full summer calendar due to cotton/Lycra® fabric that feels light, soft and pleasing on bare skin. A doubled-up top with elastic underneath adds support and coverage, while extra elements such as self-bound straps, chain-stitch detail and a flattering straight neck add interesting variety to the style.

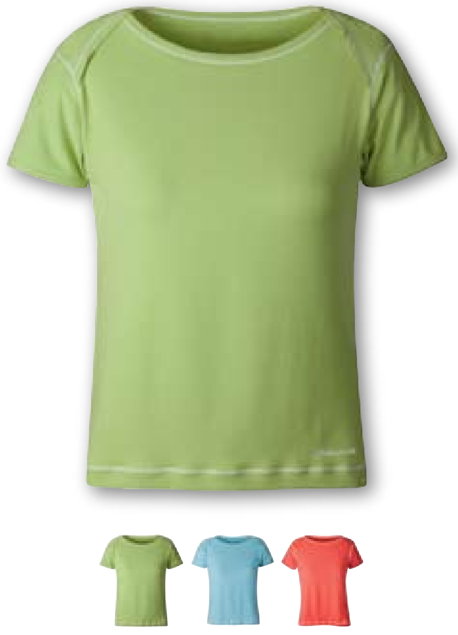
Style: 0062 Weight: 3.6 oz Size: XS-L
Colors: Hibiscus, Herbal Garden, Petit Four



W's Lily Tank SHIRT $36.00

When thermometers top 90 degrees, a classic cotton tank is the best way to beat the heat. For humid condition comfort, this style is constructed with soft-hand cotton that stretches liberally due to generous Lycra® content when climbing or exercising. Narrow straps, contrast stitching and feminine colors add visible elements of sleeveless style.

Style: 0061 Weight: 3.5 oz Size: XS-L
Colors: Petit Four, Herbal Garden, Hibiscus



W's Lily Crew S.S. SHIRT $40.00

Soft stretch cotton is the secret of this simple everyday shirt. Designed with a flattering high neck, shiny chain-stitch accents and unique self-bound shoulders, this top is a perfect choice for carefree summer days. Made with high Lycra® content, it also serves as perfect trunk-twisting attire for the yoga studio, the rock gym or the bike trail.

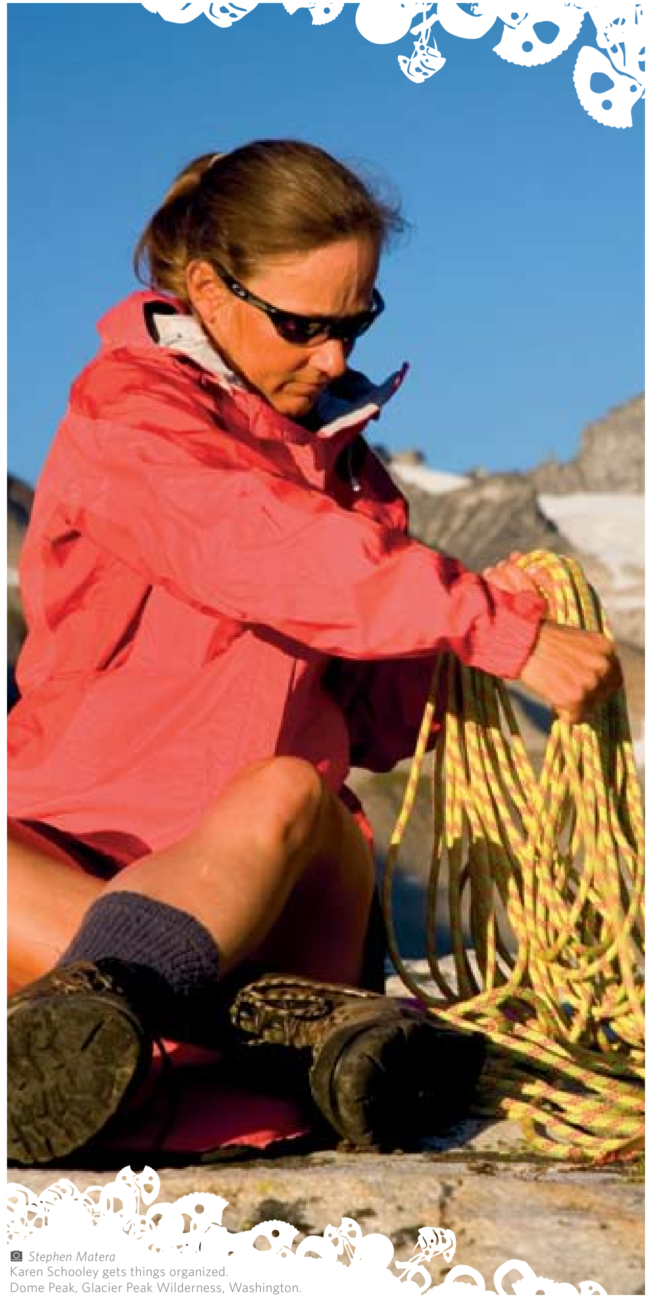
Style: 0066 Weight: 4.2 oz Size: XS-L
Colors: Herbal Green, Petit Four, Hibiscus

Stephen Matera
Jane Matera hiking below Mt. Sefton at sunrise.
Southern Alps, Mt Cook/Aoraki National Park, New Zealand.

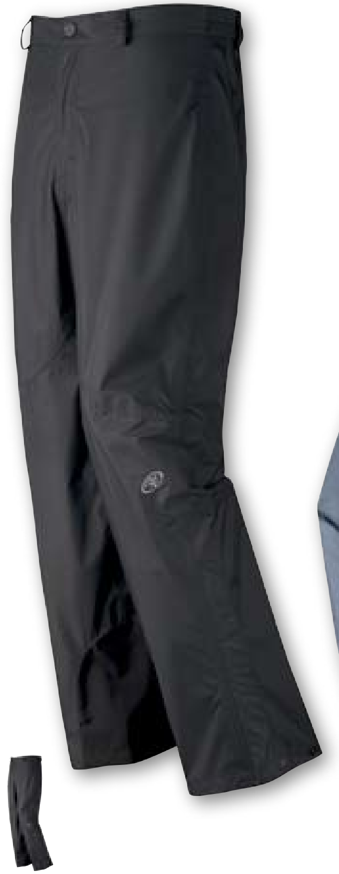
Women's Backcountry

Days taste different in the backcountry. Far removed from routine, this wide world of spectacular peaks, stunning cirques and deafening solitude strongly flavors our individual escapes. From snacking at the pass or breathing deep on the peak to toasting a return to the tailgate, small moments seem more vibrant when set against an open-air context. Yet each single sample leaves us craving more. So we head out again, seeking secret streams, buff singletrack or stellar cracks. We return to nectar spots and explore destinations far from home. And no matter how each unfolds, we realize every trip will truly be one to savor.

It is for these missions—that go both solo and with trusted partners—that we build our Backcountry collection. Whether it is our streamlined storm shells or tough stretch wovens, each construction delivers a liberating experience in the harsh mountain environment. Proprietary fabrics—such as Cloudburst™ and Inertia Plus™—emphasize toughness, breathability and mobility, while streamlined details shed excess. In the end, all our signature shells supply regulated conditional comfort and heighten the backcountry experience when we are tempted back by the prospect of another satisfying taste.



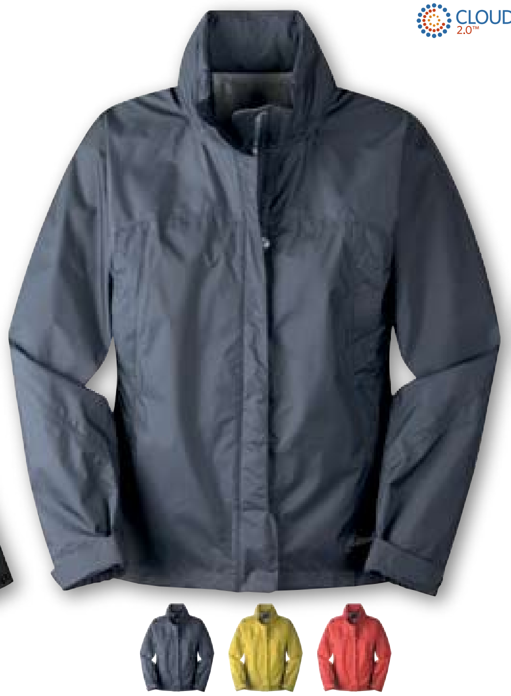
Stephen Matera
Karen Schooley gets things organized.
Dome Peak, Glacier Peak Wilderness, Washington.



Zorro PANT (unisex) $95.00

Packing a reliable rain pant – like the waterproof/breathable Zorro – is sound insurance when embarking on any extended spring, summer or fall adventure. Fully seam-sealed Cloudburst 2.0™ shell fabric presents a strong defense against hard rain, sideways sleet or spring snow, while still allowing legs to breathe if output climbs during an uphill grind. 12-inch ankle zips allow an easy on/off transition over hiking boots when an impending storm is moving in quickly, while a kick patch, zip-front fly and athletic fit deliver in-the-field utility.

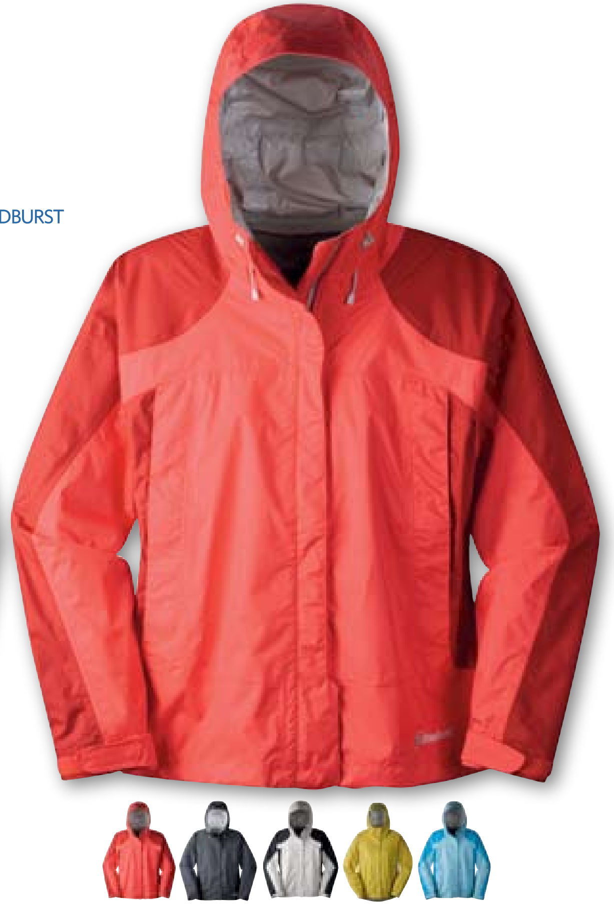
Style: 0003 Weight: 9 oz Size: XS-XXL
Color: Black



W's Zorro LT JACKET $125.00

Packing this waterproof shell is a smart strategy any day the forecast calls for rain. The reason is Cloudburst 2.0™, which seals out a sudden deluge, yet still breathes when heating up on the boat, gaining ground in the hills or cranking up the pace on the ride to work. For on-the-move ease, a roll-up hood stows cleanly in the collar, half-elastic cuffs seal with one motion and the hem cinches evenly at each side. Venting pockets, fashionable colors and a shaped fit show style that works in the sticks, on the road or when braving the big city.

Style: 0037 Weight: 11.5 oz Size: XS-L
Colors: Ombre Blue, Willow, Chili Pepper



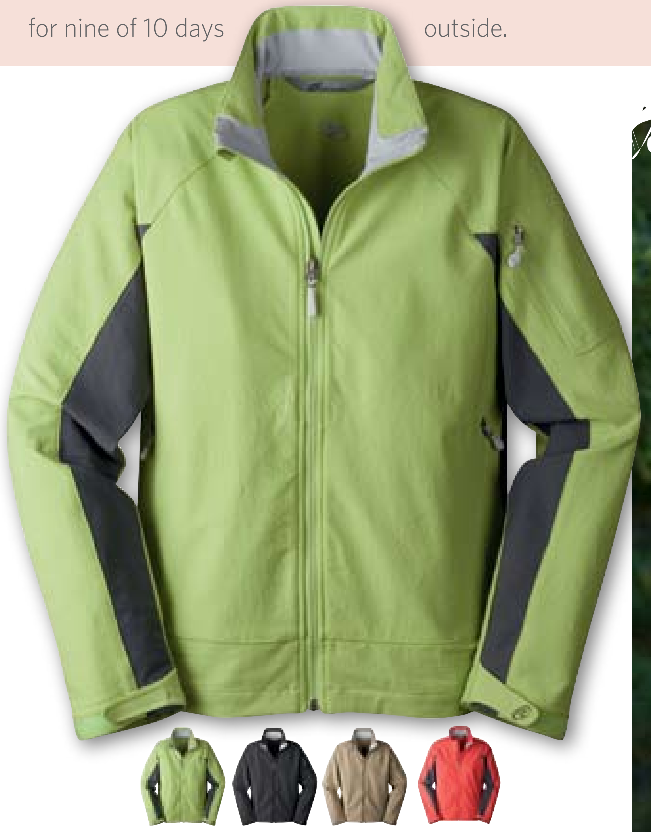
W's Zorro JACKET $135.00

When weather takes a turn for the worse, this lightweight waterproof/breathable shell is a perfect one to unpack for protection. Cloudburst 2.0™ seals out sudden squalls and allows the body to breathe in humid conditions, while the full hood snugs down with one-handed pulls, half-elastic cuffs cinch without hassle and vertical front pockets provide refuge for fingers that are first to feel the cold. Two-way pit zips dump heat during active spurts, a dual cinch hem trims out bulk and a fitted cut maintains an attractive appearance.

Style: 0036 Weight: 12 oz Size: XS-L
Colors: Hibiscus, Black, Gardenia, Willow, Petit Four

Inertia Peak

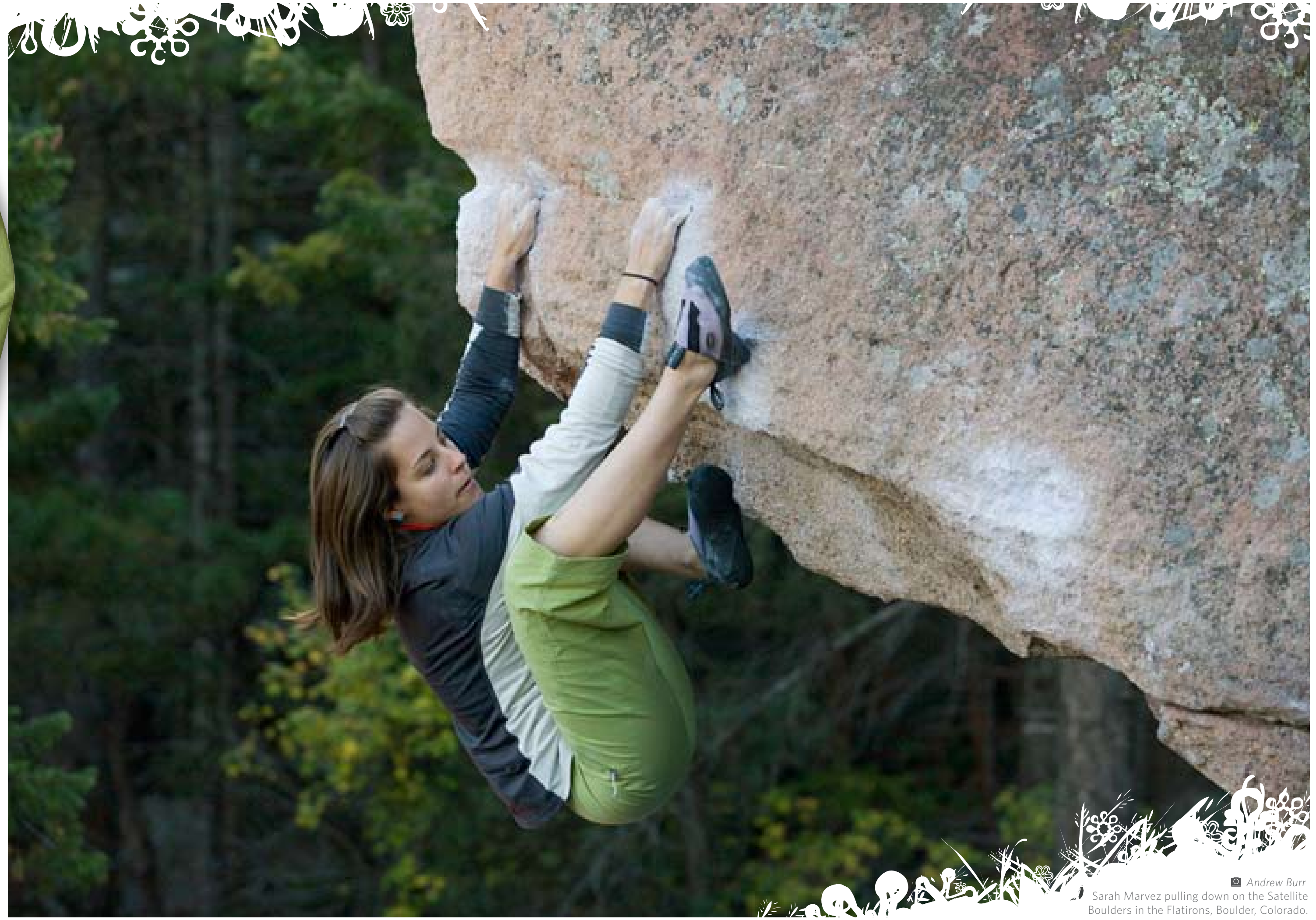
This season, our lightweight softshell favorites – the Inertia styles – benefit from an advancement in their InertiaPlus™ textile, which trades the Lycra® of earlier versions for elevated Primeflex™ performance. This textile development repels persistent rain due to a tight weave and stretches mechanically in four directions, demonstrating once again their utility for nine of 10 days outside.



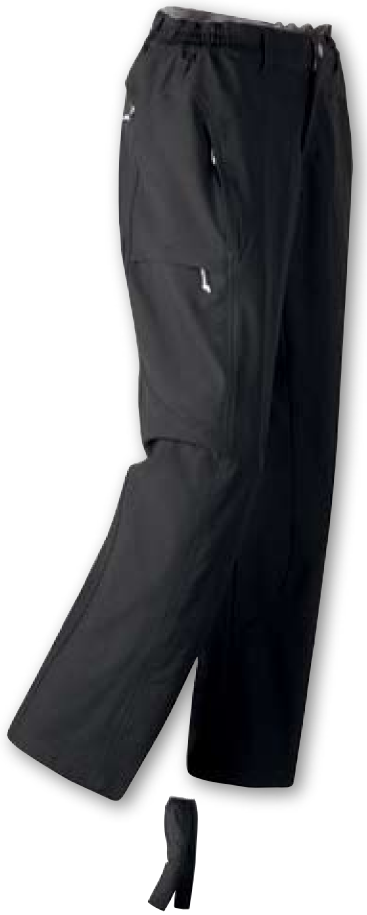
W's Inertia Peak JACKET $145.00

Whether hiking, running or relaxing, this InertiaPlus™ shell adapts easily to changes of pace. Pocket placement – one shoulder and two hand – keeps the look streamlined, while an athletic cut – which blends a bulkless fit, trim hem and thin zips – curves cleanly at the hip. Flat interior seams minimize layering friction. With solid or blocked color options, choose subtle sophistication or unrestrained flair.

Style: 0040 Weight: 15.3 oz Size: XS-L
Colors: Herbal Green, Black, Covert Green, Hibiscus



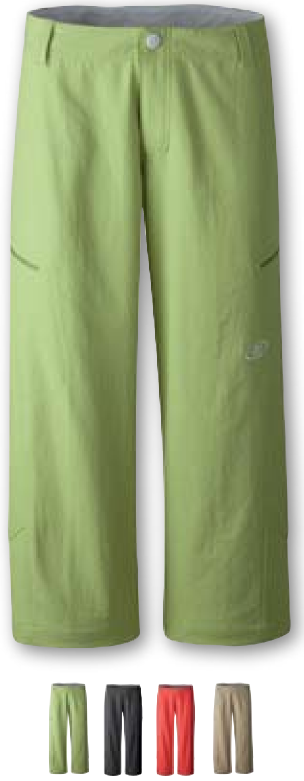
Andrew Burr
Sarah Marvez pulling down on the Satellite Boulders in the Flatirons, Boulder, Colorado.



W's Inertia Peak Guide PANT $120.00

Women seeking a pant that excels at every three-season pastime choose this tough style for their stretch-woven solution. For longevity, the pant is constructed with a full internal gusset and full panel outseams, while an elastic-and-belt-loop waist sits cleanly on the hips under a harness. Loose cuffs, a progressive cut and two hidden pockets – one thigh, one back – expertly blend alpine function, fashion and fitness.

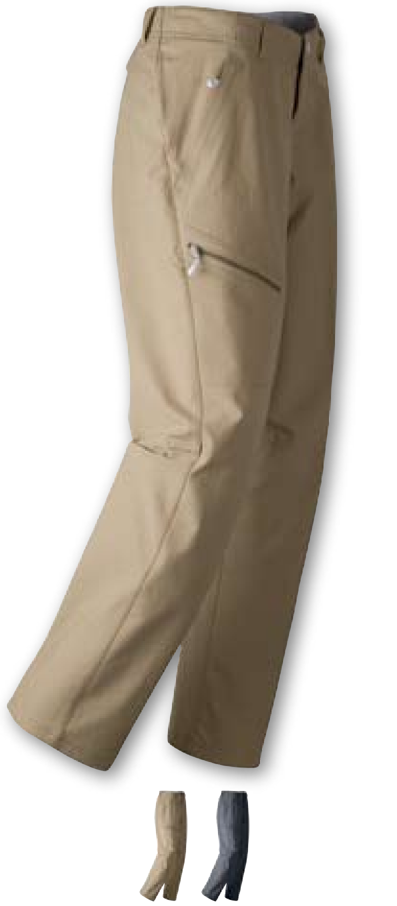
Style: 0039 Weight: 15 oz Size: XS-L
Color: Black



W's Inertia Peak CAPRI $85.00

When summer hits full stride, a stylish capri is a perfect match for fair-weather days. Our highly active InertiaPlus™ version sheds moisture during exercise, breathes well in steamy air and stretches mechanically when flexibility is mandatory. The casual belt loop, open cuff and 22-inch inseam style matches up equally well with trail runners and climbing shoes or garden clogs and flip-flops. Clean thigh pockets stow small essential items that make any picture-perfect day complete.

Style: 0044 Weight: 8.8 oz Size: 4-14 (even)
Colors: Herbal Garden, Black, Hibiscus, Covert Green



W's Inertia Peak PANT $100.00

Blending streetwise style with any action function, this adaptable pant is a natural for vigorous mountain activity. Side slash pockets, a flat angled cargo and a khaki-style cut create a casual appearance that transitions smoothly for times when just kicking around town or recovering on the couch is the plan. A dual roll-up system cools calves when approaching a climb or overheating on the long return to the trailhead.

Style: 0043 Weight: 13.3 oz Size: 4-14 (even)
Colors: Covert Green, Ombre Blue

INERTIA PLUS

W's Damsel SHIRT $115.00

In the boat or on the bank, this softshell shirt comfortably warms up a tank top. The InertiaPlus™ textile – which repels moisture, resists wear and breathes well – keeps internal temps constant in weather that refuses to make up its mind, while a flattering drape fits feminine curves. Hidden zip pockets fit fly boxes and a princess seam pocket stashes cash for later. To cool off quickly, the cuffs roll up and a few snaps can be easily undone.

Style: 0099 Weight: 10 oz Size: XS-XL
Colors: Spray Green, Tarmac, Herbal Garden

W's Damsel Convertible PANT $135.00

A flattering fit is the best feature of this wet wading pant. InertiaPlus™ stretch fabric eliminates bulk, creates great shape and enables the pant to sit naturally on the hips. Surface DWR, quick-dry yarn and refreshing breathability keeps skin content in shifting weather, while lower legs zip off into a 9-inch inseam short for shallow wades. A fixed waist and jean-cut pockets show attractive style, while flat vertical pockets stash items within reach.

Style: 0100 Weight: 12 oz Size: 4-14 (even)
Colors: Spray Green, Tarmac

WIND STOPPER

W's Flat Creek JACKET $235.00

Instead of surrendering, this Windstopper® layer fights chills with soft fleece fabric that blocks bitter wind. The fabric also traps heat, yet remains dry and enables the body to breathe. A bulkless cut complements the feminine figure and small-zip side pockets warm fingers in cold weather. Napoleon pockets hold bulky items without bulging the chest and a clean silhouette gives women an attractive option that contrasts normally bland fare.

Style: 0078 Weight: 20.3 oz Size: XS-XL
Colors: Tarmac, Chili Pepper, Dark Navy

W's Switchback PANT $165.00

Made for moving fast in the alpine, our multifaceted Women's Switchback Pant feels comfortable at any altitude. The midweight Dynamic® blend of nylon and Lycra® finds a liberating rhythm of shed-stretch-and-breathe during full-speed activity, while Nanosphere® technology keeps the DWR in top form by repelling oil, grease and grime. A clean cuff encircles plastic boots yet hangs naturally over Stealth™ approach shoes, while a gripper elastic waist sits nicely under a pack and a bellowed thigh pocket refuses to bulge.

Style: 9008 Weight: 16.5 oz Size: XS–L
Color: Black

schoeller
3XDRY

W's Switchback JACKET $205.00

A measured thickness makes this midweight soft shell the perfect match for alpinist outings during spring, summer or fall. Schoeller® Dynamic™ sheds weather, stretches actively and breathes liberally, while also repelling dirt and grime with a Nanosphere® treatment. Oversized handwarmer pockets stow skins, gloves or electronic gadgets, while a stealth chest pocket hides small items in a safe place. Reverso zips, inset cuff tabs and a bulkless feminine shape adhere to a minimalist creed of boiling down design to only the necessary.

Style: 9007 Weight: 15 oz Size: XS–L
Colors: Sunset, Tobacco, Black

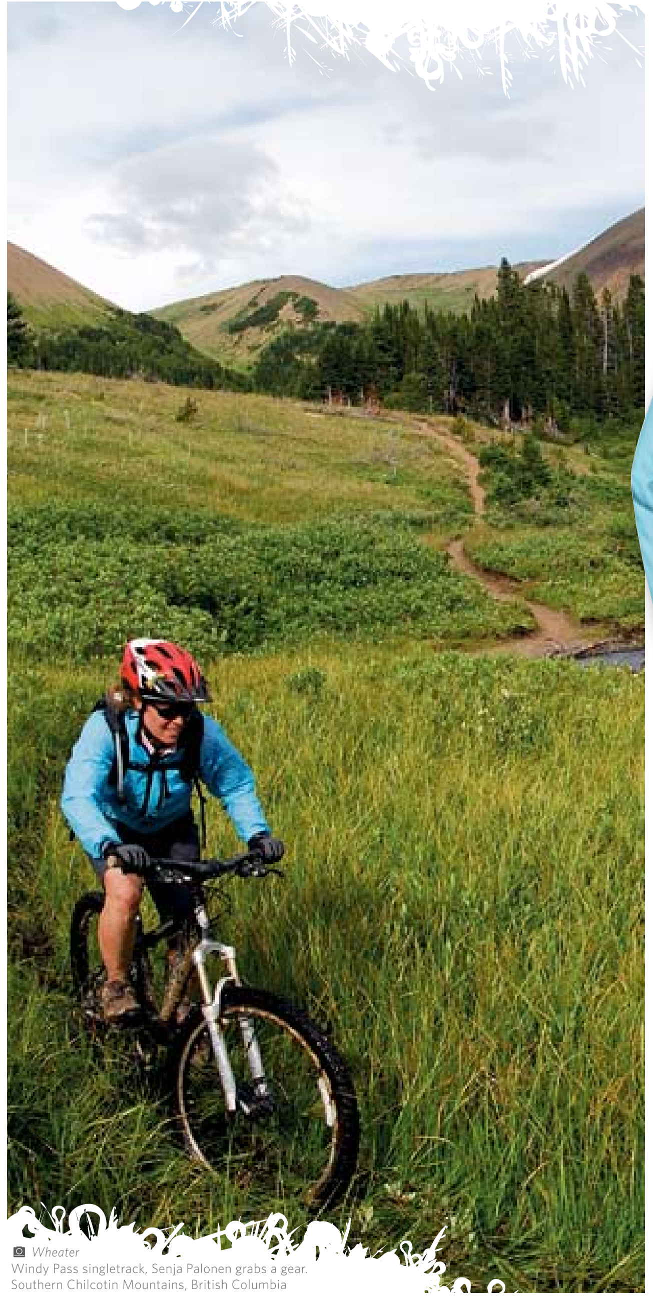
GVD
Light and fast on the Teton Glacier Moraine. Grand Teton National Park, Wyoming.

Serbo
Kerry Cowan creates her own trail,
Brainard Lake, Colorado.

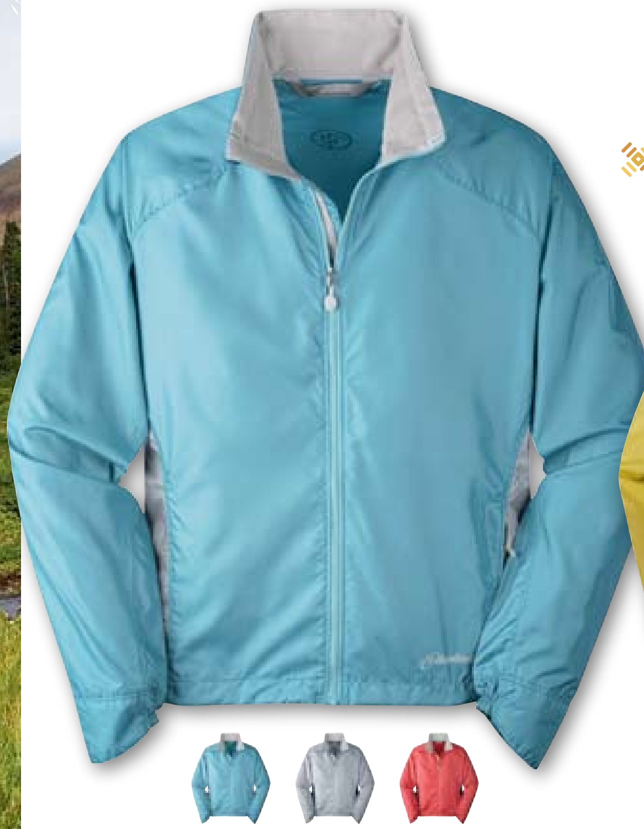
Women's Cadence

Fitness is a ritual for those who reside in active towns. Workouts – whether on road, trail or route – are a regular part of the athletic routine. Movement, strength and aerobic capacity are the primary training goals, but the repetitive nature of the exercise is what really makes the difference for keeping us actively fit. Whether entering the competitive fray in a half-marathon or climbing comp – or simply seeking private satisfaction from a faster time around the local loop – it is this daily commitment that enables us to reach our goal of staying perpetually in shape.

The Cadence collection was created for this recurring exercise. Pairing efficient wicking with conditional comfort, the Highline and Clutch families keep skin dry when working the body hard. A fitted cut and advanced Accel™ fabric, which lifts sweat, blocks sun and fights odor, gives the four Highlines – including a Sleeveless Tank, Short Sleeve Shirt, 1/2 Zip Top, and Luxurious Hoodie – sporty aerobic performance. The Clutch styles, with loose cuts and a breathable knit fabric, range from daily action to casual wear with strength and style.



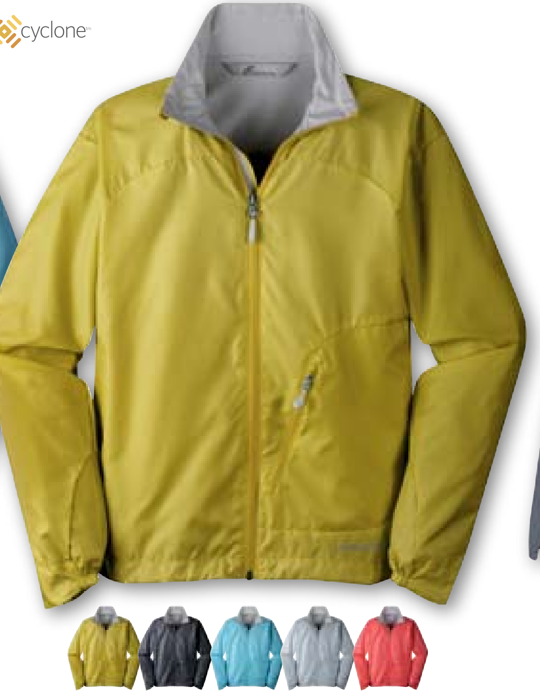
Wheater
Windy Pass singletrack, Senja Palonen grabs a gear.
Southern Chilcotin Mountains, British Columbia



W's Mountain Cache JACKET $80.00

This compressible 5-ounce shell adds just enough protection when working out in drizzly, breezy or drippy conditions. Unlined Cyclone™ fabric sheds moisture, dries quickly and allows sweat to evaporate during high-heart-rate activity such as trail running or mountain biking. As insurance, the piece packs into a compact, tangerine-sized ball that fits easily in a bike bag, jersey pocket or hydration pack. Finished with asymmetrical cuffs that keep wrists fully covered, reflective logos for high visibility and a soft-on-skin Fieldsensor™ collar.

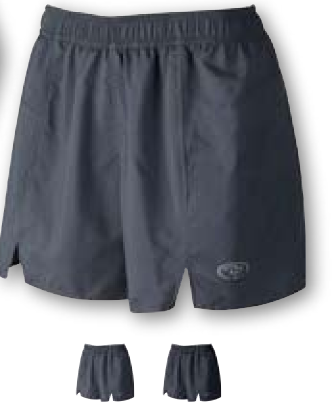
Style: 0049 Weight: 5.5 oz Size: XS-L
Colors: Petit Four, Vapor, Hibiscus



W's Cache Creek JACKET $95.00

The versatile character of this highly capable shell makes it perfect for everything from aerobic exercise to last-minute layering. The textile pairing – of slick, repellent Cyclone™ with a Fieldsensor™ lining – finds a balance of protection, warmth and wicking that won't overheat the core during exercise. A back vent cools the body during intense intervals and a single reversed slash pocket stows after-workout treats like a ration of dark chocolate, while a draped raglan sleeve and shaped waist shift the style from boxy to attractive.

Style: 0050 Weight: 11.3 oz Size: XS-L
Colors: Willow, Black, Petit Four, Vapor, Hibiscus

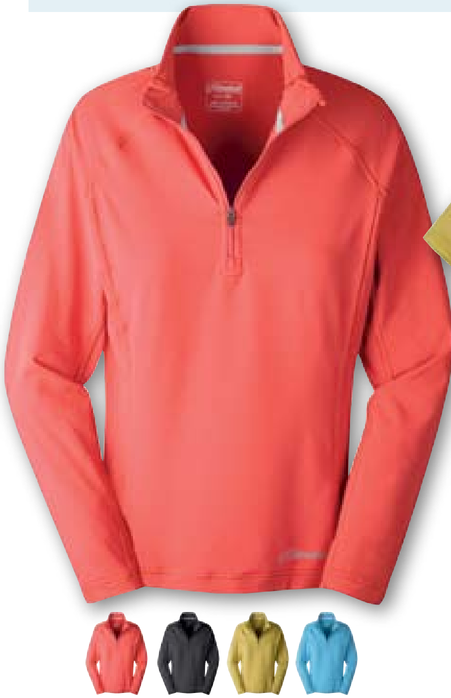


W's Excursion Trail SHORT $45.00

When pushing hard to achieve a personal best, this soft and smooth trail short stays comfortable for the duration of the daily distance. SuperSmooth™ poly fabric dries quickly and feels light on sweaty skin, while an elasticized drawstring waist stays tightly tied until the extended loop is complete. The 5-inch inseam and split side hem enable a full-sprint stride, while a linerless interior keeps it breezy on hot days. A handy mesh essentials pocket zips a key and a packet of fuel at the small of the back for secure, bounce-free storage.

Style: 0052 Weight: 3 oz Size: XS-L
Colors: Ombre Blue, Black

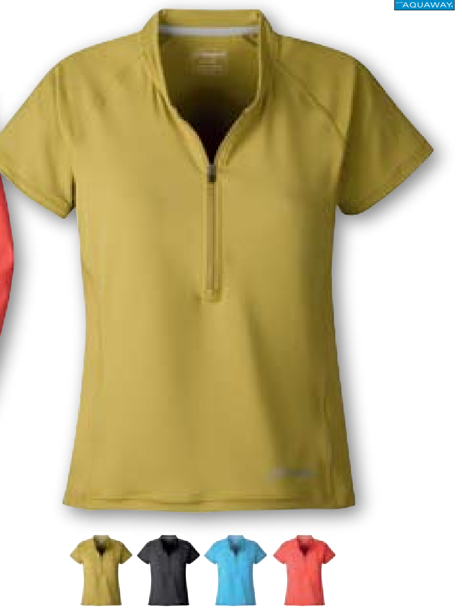
Highline The advanced Accel™ fabric of our Highline styles wicks moisture, blocks intense sun and fights odor accumulation making it a perfect fit for high-heart-rate activities from biking and running to climbing and touring. Designed with Lycra® for an athletic fit, the synthetic next-to-skin material keeps the body both dry and comfortable as output climbs.



W's Highline 1/2 Zip SHIRT $80.00

For active women who prefer to go hoodless, the Women's Highline 1/2 Zip is the perfect next-to-skin selection. A clean, low collar eliminates the bother of a stiff multi-layer stack, while a shaped cut fits without bulk. Accel™ fabric performs when the pulse is steadily increasing, finding the target zone or returning to a resting rate. Rated both rattle-free and non-abrasive, the 9-inch center front zipper cools the core without brutally stiff binding tape, a stash pocket stows a key and four colorways show solid form.

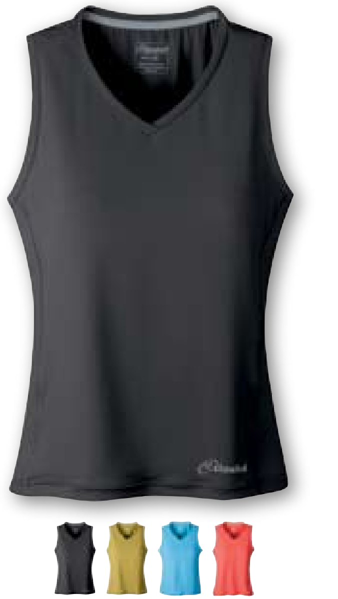
Style: 0053 Weight: 6.7 oz Size: XS-L
Colors: Hibiscus, Black, Willow, Blue Atoll



W's Highline 1/2 Zip S.S. SHIRT $70.00

Accel™ fabric is the key to the aerobic performance of this cap-sleeve shirt. A 9-inch front zipper allows a core-cooling option when the body, air or room temperature rises, while significant Lycra® content allows unhindered stretch when warming up or cooling down. A longer-in-back cut provides adequate anatomical coverage for biking, climbing or yoga, while a stash pocket holds a few items safe for when the class, route or loop is complete.

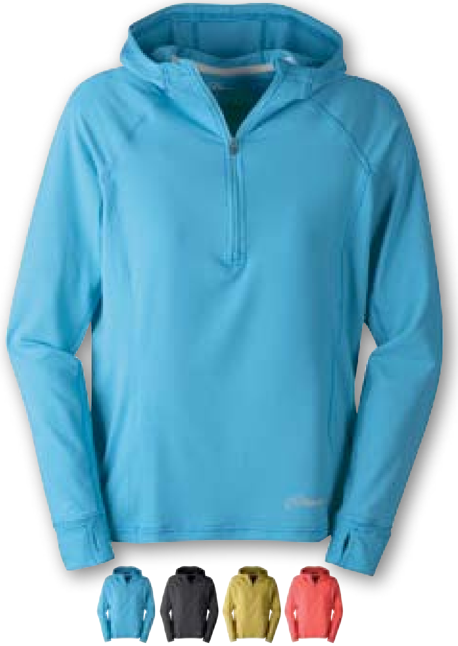
Style: 0056 Weight: 4.4 oz Size: XS-L
Colors: Willow, Black, Blue Atoll, Hibiscus



W's Highline Sleeveless SHIRT $55.00

A freeing warm-air workout top, this tank–which is made from Accel™ fabric–regulates the trunk during intense personal training sessions. The high V-neck and wide shoulder straps prevent sports bra exposure when charging switchbacks, rolling single-track or striking a hot-yoga posture, while material stretch allows unhindered bend, twist or reach mobility. Reflective logos add visibility on the shoulder and an athletic cut fits true to form.

Style: 0055 Weight: 3.3 oz Size: XS-L
Colors: Black, Willow, Blue Atoll, Hibiscus



W's Highline 1/2 Zip HOODIE $85.00

The luxurious feel of this workout hoodie makes it a favorite for both daily training and active recovery due to peached Accel™ fabric that feels exceptionally soft even on sensitive skin. A flip-up hood and unfoldable mitten-style cuffs warm up misty morning runs, while a 10 1/2-inch front zipper – with a rattle-free zip that is free of stiff tape – cools the core when the pace is pushed. Finished with high-visibility reflective logos, a jersey-style rear stash pocket and a shapely athletic fit.

Style: 0054 Weight: 7.9 oz Size: XS-L
Colors: Blue Atoll, Black, Willow, Hibiscus

Jen Judge
Tina Sommer works the crux. Red Rocks, Nevada.

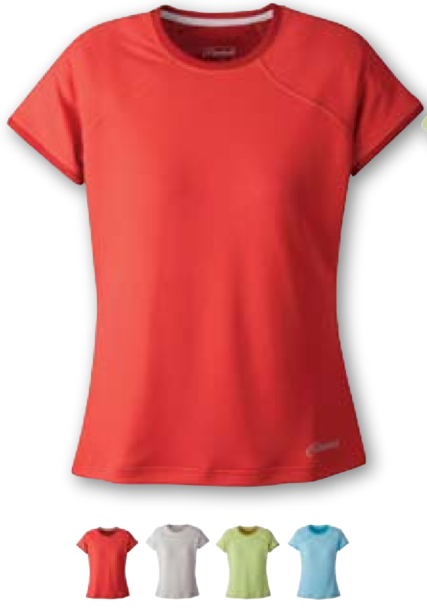
📷 *Jeff Diener*

Amy Fulwyler gets a dose of spring. Wyoming Mountain Range.

Clutch

Constructed with 100 percent polyester fibers and an open pique knit, Pace™ fabric gives the Clutch collection both its wicking ability and casual everyday feel. The tactile textile allows superior moisture transfer when losing sweat is a priority, yet looks casual when worn around town before or after activity.

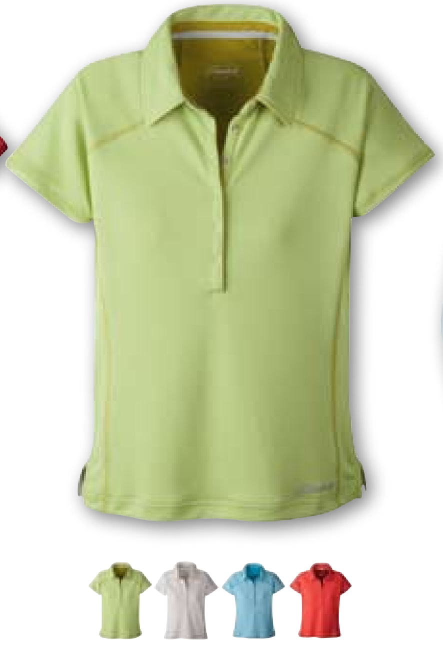
PACE.



W's Clutch Crew S.S. SHIRT $40.00

This wicking T-shirt is a perfect one to pick when heading out for a mellow hike, leisurely bike ride or relaxing stroll. Pairing active function with progressive style, the shirt contains shapely S-curve seams, contrasting collar/cuff banding and feminine cap sleeves for noticeable flair. Four beautiful colors add variety to the standard wicking selection.

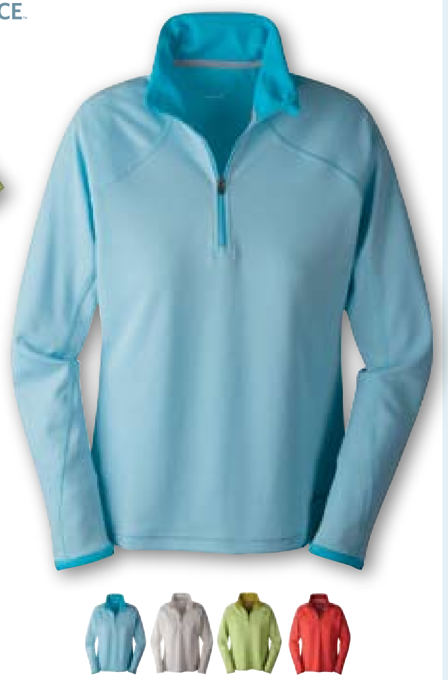
Style: 0059 Weight: 3.7 oz Size: XS-L
Colors: Chili Pepper, Gardenia, Herbal Garden, Petit Four



W's Clutch Polo S.S. SHIRT $45.00

Mixing wicking comfort with casual flair, this technical polo is designed for days that start early at a trailhead and end late with a glass of wine on the deck. Mini ring snaps, a split hem and flatlock tonal accents add summery individual accents, while cap sleeves, a sized collar and a smaller women's shape keep the look attractively feminine.

Style: 0058 Weight: 5 oz Size: XS-L
Colors: Herbal Garden, Gardenia, Petit Four, Chili Pepper

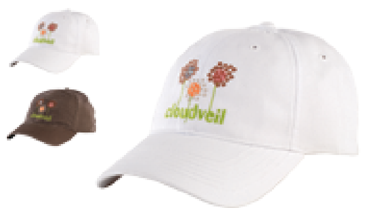


W's Clutch 1/2 Zip SHIRT $55.00

Raglan sleeves, contrasting tonal seams and an athletically shaped fit give this casual base layer a feminine awareness of everyday active style. The flatlock seams prevent chafing under a midlayer and are shaped to complement strong athletic curves, while a 9-inch front zipper vents heated cores and a 2-inch collar keeps the neck protected in windy weather.

Style: 0057 Weight: 5.9 oz Size: XS-L
Colors: Petit Four, Gardenia, Herbal Garden, Chili Pepper

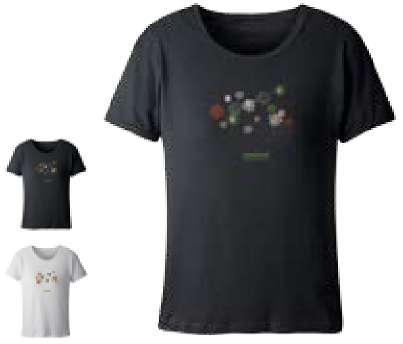
Serbo
Kerry Cowan looks for refuge from the deluge.



W's Logo BALLCAP $15.00

The girls wanted a hat of their own, so we obliged with a heavyweight twill cap that looks attractive in any setting. The low-profile shape and curved bill won't overpower smaller faces and the short Velcro® closure tethers it tightly during active days. For a grand finale we added a beautiful bouquet design, because what girl doesn't want flowers in her day?

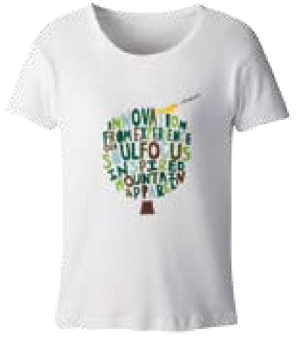
Style: 6011 Weight: 1.5 oz Size: One Size
Colors: White, Pewter



W's Flower TEE $22.00

Nothing says summer like a vibrant display of alpine wildflowers. This floral tee was inspired by those carpets of color that blossom in our favorite mountain meadows. The design is screened proudly on the front of a pure cotton and curvaceously fitted tee. Available in either White or Charcoal, it captures the carefree feel of lazing in the bloom.

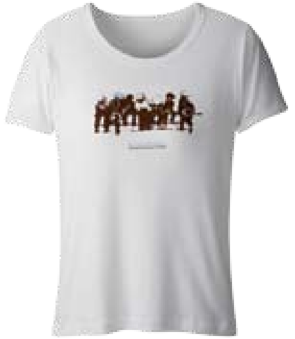
Style: 4335 Weight: 4.5 oz Size: S–XL
Colors: Charcoal, White



W's '70s Tree TEE $22.00

A tree is the perfect holistic symbol for every outdoorsy girl. Our like-minded design grew out of a deep-rooted love of the woods and was nurtured with a little bit of retro hippie flavor. The arborist representation – which is screened onto a fitted cotton tee – is leaved with three slogans that best define who we are as a brand.

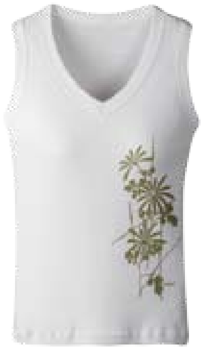
Style: 4340 Weight: 4.5 oz Size: S–XL
Colors: White



W's On the Fence TEE $22.00

The iconic image of cowboys sitting on the fence is classic chic in any Western locale from Telluride to Whitefish. We borrowed this timeless scene as a method of proudly displaying the high-range roots of our Wyoming bred brand. The pure cotton tee is fitted with a feminine silhouette and comes in the basic cowgirl colors of Powder or White.

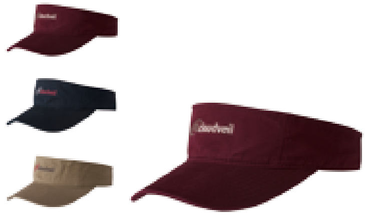
Style: 4346 Weight: 3.5 oz Size: S–XL
Colors: White, Powder *(not shown)*



W's Bouquet V-NECK $22.00

The freedom of fine weather is expressed in the sleeveless design of our V-neck tank. A vibrant floral design is uniquely offset on the lower body to project an off-camber look, while unblended cotton fabric feels soft on the skin's surface in steamy weather.

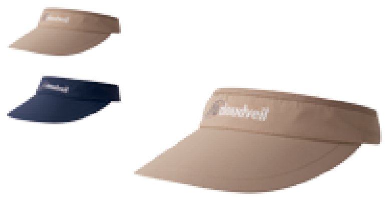
Style: 4345 Weight: 3.5 oz Size: S–XL
Colors: White



Mountain VISOR $15.00

Accept no imitations: our mountain-town lid is the one that has accrued invaluable experience on the river, at elevation and on the road. The washed cotton twill requires minimal break-in time and can be thrown in the load when weeks of dirt begin to plainly show. A short Velcro® closure and inspired mountain logo provide the finishing flourish.

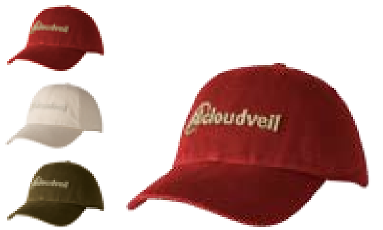
Style: 5107 Weight: 1 oz Size: One Size
Colors: Burgundy, Navy, Khaki,



The Snake River VISOR $20.00

Our technical visor is the perfect lid for everything from drifting downriver or harvesting corn in the alpine to striking out solo on epic month-long trips. The washed nylon twill breaks in easy, won't soak up sweat and shades the blazing sun. A short Velcro® closure keeps it on and our logo displays authentic mountain style in any rural county.

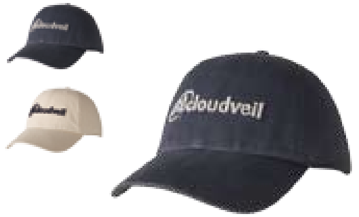
Style: 5106 Weight: 1 oz Size: One Size
Colors: Khaki, Navy



Logo BALLCAP $15.00

The lowered profile of our Logo Ballcap makes it perfect to throw on when peaking out in the park, after a sweaty spring ski tour or on day four in the backwoods where your hairstyle defies all rational explanation. Lined out with heavyweight washed twill fabric, a short Velcro closure and our classic logo—which provides instant alpinist credibility.

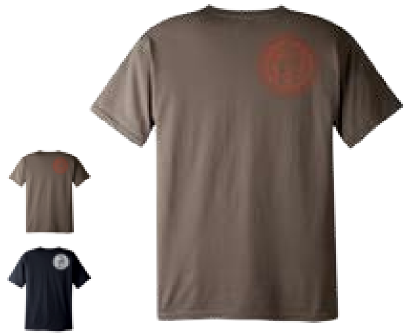
Style: 6105 Weight: 1.5 oz Size: One Size
Colors: Cardinal, Putty, Loden



Flex-Fit BALLCAP $18.00

A six-panel shape and flexfit band allow our progressive lid to stay put comfortably for any sporting activity. The spandex sweatband conforms to dome size, while a low-profile shape keeps it thankfully free of the highbrow hip-hop look. Made with 98 percent cotton for height-of-summer cool and a color-matched top button for refined style.

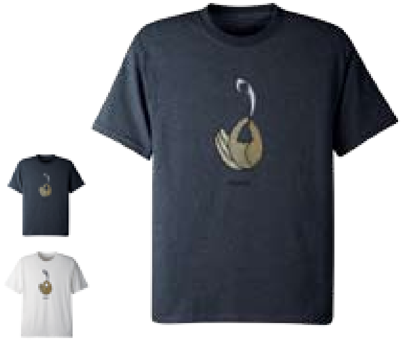
Style: 6010 Weight: 1.5 oz Size: One Size
Colors: Navy, Khaki



Men's Fish TEE $25.00

With a pattern drawn from our fly-fishing alter ego, this comfortable 100 percent cotton tee is a good one to sport when your mind is floating down the river. The detailed graphic logo is offset on the back shoulder, while the black and fatigue colorways diverge from the white-grey-white rotation that threatens to overwhelm the current in-the-closet collection.

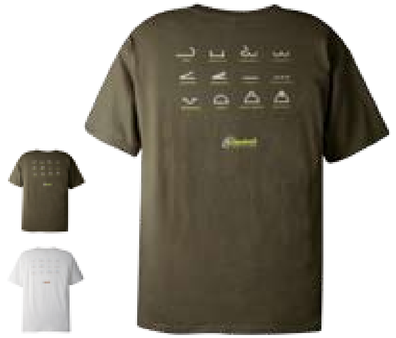
Style: 4060 Weight: 6.5 oz Size: M–XXL
Colors: Dark Fatigue, Black



Men's Balance TEE $25.00

Climbing–like life–is all about maintaining proper balance. The theme of this 100 percent cotton tee reflects that pervasive view with a cool visual reminder of the first mountain-town commandment. The graphic representation is screened on either a pure White or Dark Heather short-sleeve tee that will see its share of wear both for work and play.

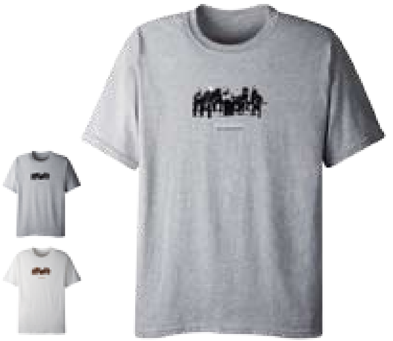
Style: 4061 Weight: 6.5 oz Size: M–XXL
Colors: Dark Heather, White



Men's Brands TEE $25.00

By virtue of our Wyoming location, we can't help but feel the influence of both our spectacular mountain surroundings and old-time Western culture. This tee borrows from both with ranch-inspired brands for the clouds that regularly cross the crest of our range. Available in Cyprus or White, made with 100 percent pure cotton and ready for rugged wear.

Style: 4062 Weight: 6.5 oz Size: M–XXL
Colors: Cyprus, White



Men's On the Fence TEE $25.00

Just like in the old days, when you get the hard work done nothing quite compares to shooting the breeze with your partners in crime. This screened design snapshots the classic cowboy moment that rings true for current Wyoming residents of the high mountain range. Pure cotton, Gray or White, and a picture that just calls for cracking one open.

Style: 4065 Weight: 6.5 oz Size: M–XXL
Colors: Heather Gray, White

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John Slaughter
COVER PHOTO: Nadia keeps the ski quads in shape, Gros Ventre Mountains, Wyoming

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